

St. Leger, Geoffrey

Access DB#

113106

SEARCH REQUEST FORM

Scientific and Technical Information Center

114

Requester's Full Name: Gwen Liang Examiner #: 79180 Date: 1-29-04
Art Unit: 2172 Phone Number 305-3985 Serial Number: 09/547,397
Mail Box and Bldg/Room Location: CPKI 4-B25 Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Method and System for Providing Information Using keywords, and Program Therefor
Inventors (please provide full names): SATOMI, Hiroshi; MASUKAWA, Akihiro; KASAI, Kenji; FUKUNAGA, Shinji; INOUE, Atsushi; ITO, Kosuke; IZUMI, Jiro
Earliest Priority Filing Date: 4/14/1999

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Concept: (See attachment A)

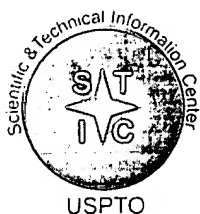
Claim: 39 (See attachment B)

* Assignee: Canon Kabushiki Kaisha

01-30-04 A07:34 IN

STAFF USE ONLY

	Type of Search	Vendors and cost where applicable
Searcher: <u>Geoffrey St. Leger</u>	NA Sequence (#) _____	STN _____
Searcher Phone #: <u>308-7800</u>	AA Sequence (#) _____	Dialog <input checked="" type="checkbox"/>
Searcher Location: <u>4B30</u>	Structure (#) _____	Questel/Orbit _____
Date Searcher Picked Up: <u>2/4/4</u>	Bibliographic <input checked="" type="checkbox"/>	Dr.Link _____
Date Completed: <u>2/6/4</u>	Litigation _____	Lexis/Nexis _____
Searcher Prep & Review Time: <u>60</u>	Fulltext <input checked="" type="checkbox"/>	Sequence Systems _____
Clerical Prep Time: _____	Patent Family _____	WWW/Internet _____
Online Time: <u>070</u>	Other _____	Other (specify) _____



STIC Search Report

EIC 2100

STIC Database Tracking Number: 113106

TO: Gwen Liang
Location: 4B25
Art Unit : 2172
Thursday, February 05, 2004

Case Serial Number: 09/547397

From: Geoffrey St. Leger
Location: EIC 2100
PK2-4B30
Phone: 308-7800

geoffrey.stleger@uspto.gov

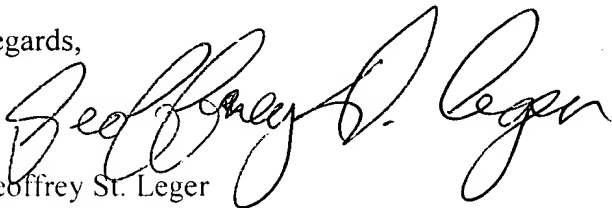
Search Notes

Dear Examiner Liang,

Attached please find the results of your search request for application 09/547397. I searched Dialog's foreign patent files, product announcement files and general files.

Please let me know if you have any questions.

Regards,



Geoffrey St. Leger
4B30/308-7800

File 347:JAPIO Oct 1976-2003/Oct(Updated 040202)

(c) 2004 JPO & JAPIO

File 350:Derwent WPIX 1963-2004/UD,UM &UP=200408

(c) 2004 Thomson Derwent

Set	Items	Description
S1	68890	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR BANNER? ? - OR PROMOTION? OR COUPON? ?
S2	279300	KEYWORD? ? OR WORD? ? OR TERM? ? OR TERMINOLOGY OR PHRASE? ?
S3	1202604	PROFILE? ? OR PREFERENCE? ? OR ATTRIBUTE? ? OR BACKGROUND - OR INTEREST? ? OR AGE OR GENDER OR LOCATION OR CHARACTERISTIC? ? OR TRAIT? ? OR HOBBY OR HOBBIES
S4	27742	S3(5N) (USER? ? OR CUSTOMER? ? OR CONSUMER? ? OR PERSON? ? - OR INDIVIDUAL? ? OR EMPLOYEE? ? OR ENTITY OR ENTITIES OR STUD- ENT? ? OR SOMEONE OR SUBSCRIBER? ? OR VISITOR? ? OR GUEST? ?)
S5	9983	SEARCH?(3N) (ENGINE? ? OR SITE? ? OR PAGE? ? OR WEBSITE? ? - OR WEBPAGE? ?) OR PORTAL? ? OR (INTERNET OR WEB OR ONLINE) (1W-)DIRECTOR???
S6	9	S1 AND S2 AND S4 AND S5
S7	20	S1 AND S2 AND S4 AND SEARCH???
S8	20	S6:S7
S9	99	S1 AND (S2 OR S4) AND S5
S10	50	S1(10N) (S2 OR S4) AND S5
S11	64	S8 OR S10
S12	159	S1(10N) (S2 OR S4) AND SEARCH???
S13	107	S12 NOT S11
S14	73	S13 AND IC=G06F-017/60
S15	34	S13 NOT S14
S16	68	S1 AND S2 AND S4
S17	48	S16 NOT (S11 OR S13)

11/5/62 (Item 57 from file: 350)

FILED (R) File 350:Derwent WPIX

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013034267 **Image available**

WPI Acc No: 2000-206118/200018

Related WPI Acc No: 2000-206119; 2000-206120; 2000-206121

XRPX Acc No: N00-153264

**Computer-based searching enhancing method in world wide web involves
determining whether entity for set of computer data, is registered to
have control over use of at least portion of world wide web address**

Patent Assignee: IATLAS CORP (IATL-N); MICRO ELECTRONICS GROUP INC (MICR-N)
; ALTA VISTA CO (ALTA-N)

Inventor: BLACK J D; TITUS J H; WOODHEAD I J

Number of Countries: 081 Number of Patents: 005

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200010105	A1	20000224	WO 99US18643	A	19990816	200018 B
AU 9955658	A	20000306	AU 9955658	A	19990816	200030
EP 1105818	A1	20010613	EP 99942234	A	19990816	200134
			WO 99US18643	A	19990816	
JP 2002522847	W	20020723	WO 99US18643	A	19990816	200263
			JP 2000565479	A	19990816	
US 6654813	B1	20031125	US 9897029	P	19980817	200378
			US 99374175	A	19990813	

Priority Applications (No Type Date): US 9897029 P 19980817; US 99374175 A
19990813

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200010105 A1 E 59 G06F-017/30

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
CZ DE DK EE ES FI GB GE GH HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9955658 A G06F-017/30 Based on patent WO 200010105

EP 1105818 A1 E G06F-017/30 Based on patent WO 200010105

Designated States (Regional): AT BE CH CY DE DK ES FI FR GB GR IE IT LI
LU MC NL PT SE

JP 2002522847 W 46 G06F-017/30 Based on patent WO 200010105

US 6654813 B1 G06F-013/00 Provisional application US 9897029

Abstract (Basic): WO 200010105 A1

NOVELTY - The method involves determining whether an entity is registered for having a control over the use of at least a portion of a world wide web address, for a set of computer data that is accessible with Internet protocols. Another set of computer data which have information other than that provided at the web address, and are related to the entity are acquired.

DETAILED DESCRIPTION - It is determined whether a web page included in the first set of computer data is under the control of entity. A reference to the web page is selected for inclusion in search results which are included in second set of computer data. The reference includes a link to the web page included in second set of computer data. INDEPENDENT CLAIMS are also included for the following:

(a) data search enhancing method;

(b) search enhancing program

USE - For searching information available in web site which is under the control of financial service firm.

ADVANTAGE - The **search engine** application or a yellow pages application is enhanced by an entity having control over multiple web sites, thus increasing the amount of attention a user denotes to the application, and giving the entity more targeted information on the **user's interests**, thereby resulting in increased **advertising** revenue for the entity.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of

computer-based systems.

pp; 59 DwgNo 1/13

Title Terms: COMPUTER; BASED; SEARCH; ENHANCE; METHOD; WORLD; WIDE; WEB;
DETERMINE; ENTITY; SET; COMPUTER; DATA; REGISTER; CONTROL; PORTION; WORLD
; WIDE; WEB; ADDRESS

Derwent Class: T01

International Patent Class (Main): G06F-013/00; G06F-017/30

File Segment: EPI

11/5/63 (Item 58 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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013008766

WPI Acc No: 2000-180618/200016

WRPX Acc No: N00-133250

Search result advertisements for Internet search engines involves
producing and displaying relevant advertisements to a computer Internet
user as a result of his or her use of search engine

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
RD 429147	A	20000110	RD 99429147	A	19991220	200016 B

Priority Applications (No Type Date): RD 99429147 A 19991220

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
RD 429147	A		2	G06F-000/00	

Abstract (Basic): RD 429147 A

NOVELTY - The technique uses **search words** to select key
advertisements that might be of **interest** to Internet **users** and
presents them as if they were one of the **search** results instead of or
in addition to the traditional **banner** form of **advertisement** at the
top or at the side of the information found as a result of the **search**
, in this way the user is much more likely to read the **advertisement** .

USE - For providing **advertisements** as a result of **searches**
using **search engines** on the Internet.

ADVANTAGE - Makes people more likely to read the **advertisements**
even if they don't click on it and makes it more likely that people
would click on an **advertisement** increasing the page author's **ad**
revenue and potentially making a sale for the **advertiser** . The
advertisement is downloaded quicker as a text entry as part of a
search result instead of a graphics image or even a larger animation.
The **advertisement** is selected based on the **keyword** specified in the
search and thus has more relevance to the user.

DESCRIPTION OF DRAWING(S) - The drawing shows an example of an
inserted **advertisement** found by the **search engine** .

pp; 2 DwgNo 0/2

Title Terms: **SEARCH** ; **RESULT**; **ADVERTISE** ; **SEARCH** ; **ENGINE**; **PRODUCE**;
DISPLAY; **RELEVANT**; **ADVERTISE** ; **COMPUTER**; **USER**; **RESULT**; **SEARCH** ; **ENGINE**

Derwent Class: T01

International Patent Class (Main): G06F-000/00

File Segment: EPI

11/5/64 (Item 59 from file: 350)

DIALOG(R)File 350:Derwent WPIX

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11/40430 **Image available**

WPI Acc No: 1998-457340/199839

WRPX Acc No: N98-356911

Search engine method e.g. for Internet - receiving, from user, search
request including search argument corresponding to desired information

and searched data base having data network related information to
generate search results

Patent Assignee: NORTEL NETWORKS CORP (NELE); NORTHERN TELECOM LTD (NELE

Inventor: LIVERMORE F C; SKILLEN R P

Number of Countries: 004 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9836366	A1	19980820	WO 98CA86	A	19980204	199839 B
US 6098065	A	20000801	US 97798747	A	19970213	200039

Priority Applications (No Type Date): US 97798747 A 19970213

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9836366	A1	E	21	G06F-017/30	
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Designated States (National): CA JP

Designated States (Regional): EA

US 6098065	A			G06F-017/30	
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Abstract (Basic): WO 9836366 A

The method involves receiving, from a user, a search request including a search argument corresponding to the desired information. A database is searched, based upon the received search argument, having data network related information to generate search results. The received search argument is correlated to a particular advertisement in a second database having advertisement related information.

The search results are provided together with the particular advertisement to the user. The step of correlating the received search argument to the particular advertisement includes selecting the particular **advertisement** based on the received search argument and **user profile** data. The **user profile** data includes previously received search arguments.

ADVANTAGE - Provides improved associative search methodology to retrieve related information.

Dwg.1/2

Title Terms: SEARCH; ENGINE; METHOD; RECEIVE; USER; SEARCH; REQUEST; SEARCH
; ARGUMENT; CORRESPOND; INFORMATION; SEARCH; DATA; BASE; DATA; NETWORK;
RELATED; INFORMATION; GENERATE; SEARCH; RESULT

Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

14/5/72 (Item 63 from file: 350)
DIALOG(R) File 350: Derwent WPIX
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012755137 **Image available**
WPI Acc No: 1999-561254/199947
XRPX Acc No: N99-414709

Price characteristic estimating system of product from classified advertisements

Patent Assignee: VIVONA R G (VIVO-I)
Inventor: VIVONA R G

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5960407	A	19990928	US 96728247	A	19961008	199947 B

Priority Applications (No Type Date): US 96728247 A 19961008

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
US 5960407	A	16	G06F-015/18	

Abstract (Basic): US 5960407 A

NOVELTY - A price analyzer (30) receives filtered classified advertisement signals and generates price characteristic signals for a product using the quality and quantity signals from an attribute filter (22). A graphing module (32) receives the price characteristic signals corresponding to which graphical display signals are generated.

DETAILED DESCRIPTION - A source database (12) contains signals indicative of classified advertisements which are published in a source which shows true market value of a product. An acquisition and filtering module (14) selects signals indicative of a subset of the classified advertisements from the source database and stores them in a relevant classified **advertisements** database (16). A lexical analyzer (18) receives signals indicative of **words** included in many **advertisements** from the source database and generates nominal **keyword** signals which are stored in nominal **keyword** database (20). An attribute filter (22) **searches** the relevant classified **advertisement** database for sets of character and numerical **keywords** which are stored in numerical keyword database (24) and generates quality and quantity signals which are stored in filtered classified and database (28) and a sorting module (26) determines entries in database (28) with each product. A price analyzer receives filtered classified advertisement signals and generates price characteristic of a product which are received by graphing module to generate graphical display signals. An INDEPENDENT CLAIM is also included for the method for estimating price characteristics of a product.

USE - For estimating market price characteristics of goods such as car, house etc and services such as salary amount warranted by a potential employer etc from classified advertisements.

ADVANTAGE - The system for generating market price estimation for a product is not as expensive as conventional methods. Generation of accurate market price estimation for a product which has a numeric variable quality attribute is possible.

DESCRIPTION OF DRAWING(S) - The figure shows the schematic illustration of a price estimation system.

Source database (12)
Acquisition and filtering module (14)
Relevant classified advertisement database (16)
Lexical analyzer (18)
Nominal keywords database (20)
Attribute filter (22)
Numerical keyword database (24)
Sorting module (26)
Filtered classified advertisement database (28)
Price analyzer (30)
Graphing module (32)
pp; 16 DwgNo 1/7

Title Terms: PRICE; CHARACTERISTIC; ESTIMATE; SYSTEM; PRODUCT; CLASSIFY;

ADVERTISE

Derwent Class: T01

International Patent Class (Main): G06F-015/18

International Patent Class (Additional): G06F-007/52; G06F-017/40;

G06F-017/60

File Segment: EPI

14/5/73 (Item 64 from file: 350)

DIALOG(R) File 350: Derwent WPIX

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012320964 **Image available**

WPI Acc No: 1999-127070/199911

XRFX Acc No: N99-093250

Voice based advertisement providing apparatus using internet - has search unit to select desired advertisement information from dictionary based on word extracted from input information of participant

Patent Assignee: SHARP KK (SHAF)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 11003348	A	19990106	JP 97153716	A	19970611	199911 B

Priority Applications (No Type Date): JP 97153716 A 19970611

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
JP 11003348	A		11	G06F-017/30	

Abstract (Basic): JP 11003348 A

NOVELTY - The apparatus (1a) consists a dictionary (4) to store advertising contents. An extraction unit (3) extracts a word from the input information of a participant and a search unit (5) select the advertising information from the dictionary based on the extracted word. The selected advertisement information is offered to the participant by an output unit (6).

USE - None given.

ADVANTAGE - Avoids offering advertisement information to uninterested person thereby improving efficiency in advertising process.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the advertisement providing apparatus. (1a) Advertisement providing apparatus; (3) Extraction unit; (4) Dictionary; (5) Search unit; (6) Output unit.

Dwg.2/9

Title Terms: VOICE; BASED; ADVERTISE; APPARATUS; SEARCH ; UNIT; SELECT; ADVERTISE; INFORMATION; DICTIONARY; BASED; WORD; EXTRACT; INPUT; INFORMATION; PARTICIPATING

Derwent Class: P85; T01

International Patent Class (Main): G06F-017/30

International Patent Class (Additional): G06F-017/60 ; G09F-027/00

File Segment: EPI; EngPI

17/5/18 (Item 8 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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015330248 **Image available**
WPI Acc No: 2003-391183/200337
XRPX Acc No: N03-312433

Information item evaluating device for creating and delivering information tailored or analyzed for user-defined purpose, has relationship definitions each having validity representing assessment of correctness of assignment

Patent Assignee: CLARK B C (CLAR-I); MOSQUERA L A (MOSQ-I); STANSBURY P (STAN-I); STEWARD D (STEW-I)

Inventor: CLARK B C; MOSQUERA L A; STANSBURY P; STEWARD D

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 6505202	B1	20030107	US 9895925	P	19980804	200337 B
			US 99368438	A	19990804	

Priority Applications (No Type Date): US 9895925 P 19980804; US 99368438 A 19990804

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 6505202	B1	29	G06F-017/30	Provisional application	US 9895925

Abstract (Basic): US 6505202 B1

NOVELTY - The device has relationship definitions (307), each having a validity representing an assessment of correctness of an assignment. The assignment for a second evaluation value has validity defined for a relationship. An evaluator processes an information item in **terms** of a match between evaluation values assigned to a profile and evaluation values assigned to the information item.

DETAILED DESCRIPTION - Evaluation value definitions (305) define the evaluation values, while the relationship definitions define the relationships between the evaluation values. The defined relationship relates a first evaluation value to the second evaluation value. An assignor designates one or more evaluation values to the information item or profile. When the assigned evaluation value is the first evaluation value in a relationship, the second evaluation value in the relationship is assigned to the information item or profile. An **INDEPENDENT CLAIM** is also included for the customized output producing apparatus for items of information.

USE - For creating **customer profile** to target **advertising** and services offered to clients over the Internet.

ADVANTAGE - Provides ratings and validities which are used to produce scores for information items. Enables a system to select information items using produced scores. Enables system to automatically alter profile in response to feedback from recipient, and automatically save feedback as information items. Ensures that properties can be defined by anyone, in which all the definer has to do is give the property a name and define a range of values for it. Provides ratings that give property manager a way of quantifying the relevance of an information item to a property-value combination or the relevance of property-value combination to information item or profile. Provides validities that provide a way of indicating the property manager's confidence in assignment of property-value combination to information item or profile. Enables property manager to define and redefine properties and values at any time.

DESCRIPTION OF DRAWING(S) - The figure shows a conceptual diagram in which the strategies and properties are defined and properties are assigned to information items and to recipients.

Evaluation value definitions (305)

Relationship definitions (307)

pp; 29 DwgNo 3/16

Title Terms: INFORMATION; ITEM; EVALUATE; DEVICE; DELIVER; INFORMATION; TAILORED; ANALYSE; USER; DEFINE; PURPOSE; RELATED; DEFINE; VALID; REPRESENT; ASSESS; CORRECT; ASSIGN

File 348:EUROPEAN PATENTS 1978-2004/Jan W05 /

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File 349:PCT FULLTEXT 1979-2002/UB=20040129,UT=20040122

(c) 2004 WIPO/Univentio

Set	Items	Description
S1	112474	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR BANNER? ? - OR PROMOTION? OR COUPON? ?
S2	655474	KEYWORD? ? OR WORD? ? OR TERM? ? OR TERMINOLOGY OR PHRASE? ?
S3	1178498	PROFILE? ? OR PREFERENCE? ? OR ATTRIBUTE? ? OR BACKGROUND - OR INTERESTS OR AGE OR GENDER OR LOCATION OR CHARACTERISTIC? ? OR TRAIT? ? OR HOBBY OR HOBBIES
S4	75472	S3(5N) (USER? ? OR CUSTOMER? ? OR CONSUMER? ? OR PERSON? ? - OR INDIVIDUAL? ? OR EMPLOYEE? ? OR ENTITY OR ENTITIES OR STUD- ENT? ? OR SOMEONE OR SUBSCRIBER? ? OR VISITOR? ? OR GUEST? ?)
S5	17405	SEARCH?(3N) (ENGINE? ? OR SITE? ? OR PAGE? ? OR WEBSITE? ? - OR WEBPAGE? ?) OR PORTAL? ? OR (INTERNET OR WEB OR ONLINE) (1W-)DIRECTOR???
S6	92	S1(30N)S2(30N)S4(30N)S5
S7	76	S6 AND IC=G06F
S8	16	S6 NOT S7
S9	288	S1(20N)S2(20N)S4
S10	213	S9 AND IC=G06F
S11	125	S1(20N)S2(20N)S4(20N) (SEARCH??? OR QUER???)
S12	103	S11 AND IC=G06F
S13	64	S12 NOT S6

7/5,K/64 (Item 54 from file: 349)
DIALOG(R) File 349: PCT FULLTEXT
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00745491 **Image available**

TECHNIQUES FOR PERFORMING A DATA QUERY IN A COMPUTER SYSTEM
TECHNIQUES D'EXECUTION D'UNE DEMANDE DE DONNEES DANS UN SYSTEME
INFORMATIQUE

Inventor/Applicant/Assignee:

GTE LABORATORIES INCORPORATED, 1209 Orange Street, Wilmington, DE 19801,
US, US (Residence), US (Nationality)

Inventor(s):

PONTE Jay, 5605 Stearns Hill Road, Waltham, MA 02451, US

Legal Representative:

SUCHYTA Leonard Charles, Gte Service Corporation, 600 Hidden Ridge Road,
MC HQE03G13, Irving, TX 75038, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200058863 A1 20001005 (WO 0058863)

Application: WO 2000US8450 20000330 (PCT/WO US0008450)

Priority Application: US 99283268 19990331; US 99282730 19990331

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE

DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC

LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK

SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/10

International Patent Class: G06F-005/14 ; G06F-017/30 ; G06K-009/72;

H04N-007/14

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 49717

English Abstract

Disclosed is a system for performing online data queries. The system for performing online data queries is a distributed computer system with a plurality of server nodes, each fully redundant and capable of processing a user query request. Each server node (808) includes a data query cache (850) and other caches (848) that may be used in performing data queries. The data query, as well as request allocation, is performed in accordance with an adaptive partitioning technique with a bias towards an initial partitioning scheme. Generic objects are created and used to represent business listing upon which the user may perform queries. Various data processing and integration techniques are included which enhance data queries. An update technique is used for synchronizing data updates as needed in updating the plurality of server nodes. A multi-media data transfer technique is used to transfer non-text or multi-media data between various components of the online query tool. Optimizations for searching, such as the common term optimization, are included for those commonly performed data queries. Also disclosed is a system for targeting advertisements that are displayed to a user of the system.

French Abstract

L'invention concerne un systeme d'execution de demandes de donnees en ligne, lequel se compose d'un systeme informatique repartit comportant plusieurs noeuds serveurs, chacun totalement redondant et capable de traiter une demande faite par un utilisateur. Chaque noeud serveur (808) comprend une antememoire (850) de demandes de donnees ainsi que d'autres antememoires (848) qui peuvent etre utilisees pour executer les demandes de donnees. Une demande de donnees, de meme qu'une allocation de demande, s'execute selon une technique de partage adaptatif tendant vers un schema de partage initial. Des objets generiques sont crees et utilises pour représenter une liste commerciale, permettant a l'utilisateur d'effectuer

des demandes. Plusieurs techniques de traitement et d'integration de donnees sont decrites qui ameliorent les demandes de donnees. On utilise une technique de mise a jour pour synchroniser des mises a jour de donnees, lorsqu'elles sont requises pour la mise a jour de plusieurs noeuds serveurs. On utilise une technique de transfert de donnees multimedia pour transferer des donnees multimedia ou non textuelles entre divers composants de l'outil de demande en ligne. L'invention concerne egalement des processus d'optimisation de recherche, tels que l'optimisation de termes communs, pour les demandes de donnees effectuees couramment. L'invention concerne enfin un systeme de ciblage des publicites qui sont affichees a l'intention d'un utilisateur de ce systeme.

Legal Status (Type, Date, Text)

Publication 20001005 A1 With international search report.

Examination 20010517 Request for preliminary examination prior to end of 19th month from priority date

Main International Patent Class: G06F-017/10

International Patent Class: G06F-005/14 ...

... G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... such as conducted over the Internet, markup language pages displayed to a user 800 using a browser 824 typically include a mix of content and **advertisements**. Thus, for example, a user may see the content of a search engine, such as

ID

10 a search template, along with advertisements from one or more companies. The advertisements, typically referred to as "**banner ads**," may include links to other site locations, such as the home page of the **advertising** company.

I

As with other **advertising**, it is understood to be desirable to target the

C

advertisement to a category of users. Thus, just as television **advertisements** are targeted to the demographic **profile** of the **users** who are believed to watch particular programming, companies wish to target online **advertisements** to the users. One method of such targeting is to display **banner ads** on pages that include content related to the **banner ad**. Thus, for example, a web page for an automobile dealer might include an **advertisement** and a link to a site offering financing for automobiles.

However, some web content is not clearly associated with a particular demographic group or user interest. For example, a **search** engine is likely to be used by a wide range of users who may be interested in a wide range of goods and services. Accordingly, a need exists for methods and systems that target banner ads to such users. The **term** "targeted banner ads" is used herein to refer to such methods and systems.

Targeted banner ad methods and systems present a number of programming challenges...

7/5,K/65 (Item 55 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00743964 **Image available**

A METHOD OF REALTIME ALLOCATION OF AD SPACE ON A WEB PAGE BASED ON A BIDDING PROTOCOL

PROCEDE D'ATTRIBUTION EN TEMPS REEL D'UN ESPACE PUBLICITAIRE SUR UNE PAGE

WEB EN FONCTION D'UN PROTOCOLE D'OFFRE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200057333 A2 20000928 (WO 0057333)

Application: WO 2000US7749 20000322 (PCT/WO US0007749)

Priority Application: US 99274984 19990323

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DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC

LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK

SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 4210

English Abstract

French Abstract

L'invention a trait a un procede d'attribution d'un espace de page Web.
Des informations concernant un utilisateur qui a generalement acces a une
page Web sont fournies a un certain nombre d'agents de l'offre. On recoit
pour un espace des prix de l'offre des agents de l'offre pendant un
intervalle de temps suivant l'identification de l'utilisateur et
l'attribution de l'espace. On attribue celui-ci en fonction d'une
relation etablie des prix de l'offre recus des agents de l'offre.
L'espace peut etre un encart publicitaire (ad) ou une liste de resultats
de recherche. Un des agents de l'offre peut etre un agent utilisateur
representant l'utilisateur. On peut attribuer l'encart publicitaire en
fonction du prix de l'offre le plus eleve, ou selon un ordre de
classement en fonction des prix de l'offre. Le procede s'applique a un
centre commercial electronique ou a un engin de recherche, dans lequel
cas les resultats de recherche peuvent etre classes selon un ordre de
classement en fonction des prix de l'offre recus des agents de l'offre
pendant l'intervalle de temps.

Legal Status (Type, Date, Text)

Publication 20000928 A2 Without international search report and to be
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abstract; title not checked by the International
Searching Authority.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... and description will be displayed above sites that paid \$0 \$0.07 and
below sites that paid \$0.09 or more within the same search term . In
this scheme, a site's bid may be changed anytime (multiple times per day

desired), but is fixed for all users searching with...

...is not based on an individual user's information.

While the above-described methods provide a way for sites to make their presence on a **search engine** known, and **sites** can choose a ranking that depends on **keywords** used in a search, there is no mechanism by which **ad space** or **search engine** ranking can be dynamically priced in real time based on the **profile** of an actual **user** just arrived at the web site.

Summary of the Invention

Briefly, the invention is concerned with a method of allocating web page space. A user...

7/5,K/66 (Item 56 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00577717 **Image available**

SEARCH ENGINE DATABASE AND INTERFACE

BASE DE DONNEES ET INTERFACE POUR MOTEUR DE RECHERCHE

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Application: WO 2000US455 20000110 (PCT/WO US0000455)

Priority Application: US 99115353 19990108; US 99117975 19990129; US

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TM TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM

AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL

PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-015/16

International Patent Class: G06F-017/30

Publication Language: English

Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 41702

English Abstract

Internet related local commerce applications are facilitated by a geographically coded search engine database (2). Various user interface features (3, 5, 6, 7, 8, 9, 10, 21, 22, 33) are presented substantially simplifying searching of geographically coded Internet pages. Standard directories are also integrated into Internet based searches to provide greater feedback to users of the system.

French Abstract

Les applications commerciales locales liees a l'Internet sont facilitees par une base de donnees de moteur de recherche codee geographiquement (2). Plusieurs caracteristiques d'interface utilisateur (3, 5, 6, 7, 8, 9, 10, 21, 22, 33) sont presentees, et elles permettent de simplifier sensiblement la recherche de pages Internet codees geographiquement. Des repertoires standards sont egalement integres aux recherches sur Internet, et ce en vue de fournir davantage de reactions aux utilisateurs du systeme.

Main International Patent Class: G06F-015/16

International Patent Class: G06F-017/30

Fulltext Availability:
Detailed Description

Detailed Description

... g., by allowing different fields to be coded separately (geographic location of messages, messages with attachments, etc.) providing geographic locations of messages in a newsgroup.

an **advertiser** paying a search engine for clicks on the advertiser's search result (e.g., the advertiser's website)

a **search engine** conducting surveys of demographic information, search terms used, and/or result clicked on by users.

a **search engine** searching obituaries. The **search engine** may further send an electronic card responsive to a particular person dying and thereby being listed in an I O obituary **searched** upon.

a **search engine** providing an "ask for" service.

Regarding, among other things, the **location** of a **user** .

a method and apparatus for automatically determining a **user** 's geographic **location** .

1 5 a method of automatically determining the geographic location, including without limitation, country, from which a user is connected to the Internet based on...

...address or URL or the IP address or URL of the device connecting the user to the internet.

a method and apparatus for determining a **user** 's geographic **location** based on marking a map, e.g with a mouse.

a method and apparatus for determining a user's geographic location based on caller identification...or window as the map or on a different page and/or window. Alternatively, embodiments of the invention allow the user to directly enter search **terms** related to geographic information such as zip=22213 or /NLA for near this location, and/or w/50m for 1 0 within 50 miles.

FIGS. 4 and...

...400 may result. When the map 400 is zoomed in, the map 500 may result. The screens in Figs. 4 and 5 may show a **banner advertisement** 401, 502 that is keyed to the geographic **location** selected so far by the **user**.

15 If no geographically-keyed **banner ad** exists for the chosen location, a random **banner advertisement** may instead be displayed. Once the user decides that he or she is sufficiently zoomed in, the user may press a "start search" button 501 to begin the **search**.

The **search engine** may automatically assign the user to a geographic area based on information given by the user and/or determined from the user's Internet Protocol...either go back 15 to the previous search or start a new search. This screen may include driving directions 1501 customized according to the **user**'s geographical location. For example, the driving directions may be from the user's location to the selected business' location. This screen may include a...

...or present the search results to the user in any of the format described herein (Step 2304).

Instead of the user providing the geographic search limitation, the **search engine** may use the geographic location of the user as part of the search limitations. Referring to Fig.

FIG. 24, the **search engine** may receive the **search request** (Step 2401) as described above. The **search engine** may automatically determine the **user**'s geographic **location** via any of the ways described herein (Step 2402). The **search engine** may then **search** for and identify the geographically-coded database 2 according to the keywords in the search request and/or the **user**'s geographic **location** (e.g., within 100 miles of the user) (Steps 2403, 2404). The **search engine** may then present the search results to the user as above (Step 2405).

Search results may further be displayed as a plurality of regions, as... stored on the user's computer to obtain information such as the user's country, preferred language(s), and/or other preferences and/or information.

Banner ads are currently displayed to users by **search engines** based on the terms being searched for. In embodiments of the present invention, the **banner ads** may also be displayed to users based on the **user**'s geographic **location** or on the area the **user** has selected to search. For instance, if a Washington, D.C. based video store contracts with the **search engine** provider to display its **banner ads**, the **banner ads** may be displayed only to those

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users (i.e., potential **customers**) whose geographic **location** is proximate to that video store, or to users whose search area includes the location of the store, taking into account or not taking...

...who have elected to search for Internet-based businesses.

Embodiments of the present invention may present full commercials to the user based on search results, search **terms** and/or geographic data, instead of or in addition to banner ads, with online real-time slide shows, video and/or audio, either in the...spider newspaper, radio station, and magazine web sites to gather local event (community calendar) events and keep a current database of all events. Users could **search** the event site by date and/or location and/or category, for instance to find all the musical events this week within 50 miles, or within a geographic area. The user could also subscribe to a service that events are posted to the web site. Banner ads on the **search engine** and in the e-mails could be targeted at users of the **search engine** for pay events that are in the same category and **location** as the free events the **user** is interested in. The same results could be returned for searches along a route.

Using aspects of the present invention a **search engine** spider could be set to spider newspaper, radio station, and magazine web sites to gather classified ads and keep a current database of all ads. Users could **search** the ad **site** by location and/or category and/or keyword, for instance to find all the trumpets for sale within fifty miles, or within a geographic...

...e-mail notification of new ads that fit the user's criteria as those ads are posted to the web site.

Banner ads on the **search engine** and in the e-mails could be targeted at users of the **search engine** for other products that are in the same category and **location** as the ads the **user** is interested in. The same results could be returned for searches along a route.

Effects of Spidering Reference Sites That Dynamically Generate Content Aspects of...prizes as a way to induce users to provide demographic information.

B) Users may receive cash, merchant credit, e-credit, and/or prizes for watching **advertisements** or infomercials. For instance, a timeshare may give a free weekend to people who go through their online presentation, which may include a two-way...

...is your family income range, Mr. Jones?" (assuming the user's name is Mr. Jones).

In addition to providing demographic information to advertisers, the **search engine** may build a **profile** of **users** who use the **search engine**. The profile may be of the search terms that the users as a group are interested in. The profile may be provided to the **search engine's** advertising customers. The **search engine** may further keep track of what a user of an advertising customer's **website** has previously **searched** for on the **search engine**, and may provide such information to the advertising **customer**.

Such **profile** information may further be provided to non-advertisers and/or non-Internet businesses by providing an online query able database that such non- **advertisers** and/or non-Internet businesses may use. For example, it would be valuable for a travel agent to be able to find out if a...

7/5,K/67 (Item 57 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00569849 **Image available**

ELECTRONIC INCENTIVE SYSTEM AND METHOD
SYSTEME ET PROCEDE D'INCITATION ELECTRONIQUE

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Inventor(s):

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KAN Immanuel,

Patent and Priority Information (Country, Number, Date):

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Application: WO 99US28105 19991124 (PCT/WO US9928105)

Priority Application: US 98109984 19981125; US 99419129 19991015; US 99419147 19991015; US 99419312 19991015; US 99419426 19991015

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FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG UZ VN YU ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ BY KG KZ MD RU TJ

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CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

Publication Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 17271

English Abstract

An electronic incentive system (20) and method are provided which permits an incentive (27) to be distributed to a consumer (28) who is contemplating the purchase of a product. To accomplish this, the system generates brand preference records which are used to target a variety of different incentives to the consumer.

French Abstract

L'invention concerne un systeme (20) et un procede d'incitation electronique permettant d'offrir une prime (27) a un client (28) desireux d'acquies un produit. A cet effet, le systeme genere des enregistrements de preferences de marques qui sont utilises pour cibler plusieurs types de primes destinees au client.

Main International Patent Class: G06F-017/60

Fulltext Availability:
Detailed Description

Detailed Description

... is directed.

Summary of the Invention

In accordance with the invention, an electronic incentive system and method are provided which deliver incentives, such as rebates, **coupons**, discounts and the like, to consumers while they are reviewing what to buy (i.e., prior to the sale as opposed to
3
after the...

...system may be a web-based service which allows other shopping services such as merchants, comparison shopping sites, product review sites, hosted merchants services, and **portals** to offer incentives, **coupons** and rebates to consumers who visit their sites. The electronic incentive system may be a clearinghouse for incentives by developing relationships with brand managers at...

...system may therefore distribute a plurality of different incentives for different entities. In accordance with the invention, the system may electronically distribute incentives at any **location** at which a **consumer** may shop for a product. These locations may include stores, World Wide Web-based comparison shopping sites, World Wide Web **portals** and other shopping and merchant services of all kinds.

As used herein, the **term** "brand" may encompass both a manufacturer's brand, such as Sony as well as a merchant's brand, such as Amazon.com. Thus, the electronic...

7/5,K/68 (Item 58 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00565054 **Image available**

SYSTEM AND METHOD FOR MATCHING USERS WITH ITEMS IN A NETWORK
SYSTEME ET METHODE PERMETTANT D'ETABLIR DES LIENS DE CORRESPONDANCE ENTRE
DES UTILISATEURS ET DES PRODUITS DANS UN RESEAU

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HUGHES Craig Rungaldier,

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DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM
AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL
PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-013/14

International Patent Class: G06F-017/60 ; H04M-003/56

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 20049

English Abstract

A system and method of determining and using psychographic information to help better match user's interests with products and services. Psychographic information is information about an individual's personality. This information can be associated with an item to indicate what personality traits are more common among people who are, or are not, more likely to be interested in that item. The system supports two types of profiles: user profiles (216) and item profiles (214). A user profile (216) contains the psychographic information showing correspondence, or lack thereof, between a user and various personality traits. Similarly, an item profile (214) describes the personality traits of users who are interested, or are not interested, in that item. These profiles can be associated with confidence levels to show which traits are better known in the profiles.

French Abstract

Cette invention a trait a un systeme ainsi qu'a une methode de determination d'information psychographique et d'utilisation de cette information afin de faciliter l'etablissement de liens de correspondance entre les centres d'interet d'un utilisateur et des produits et services. L'information psychographique est une information relative a la personnalite d'un individu. Il est possible d'associer cette information a un produit de maniere a indiquer quels traits de personnalites se retrouvent plus souvent parmi des personnes etant, ou n'etant pas, davantage susceptibles d'etre interessees par le produit. Le systeme accepte deux types de profils, d'utilisateur (216) et de produit (214). Un profil d'utilisateur (216) renferme les informations psychographiques etablissant une correspondance ou une absence de correspondance entre un utilisateur et differents traits de personnalite. De facon analogue, un profil de produit (214) decrit les traits de personnalite d'utilisateurs interesses ou non par ce produit. Il est possible d'attribuer a ces profils des niveaux de certitude afin de souligner quels traits sont mieux connus dans les profils.

Main International Patent Class: G06F-013/14

International Patent Class: G06F-017/60 ...

Fulltext Availability:

Detailed Description

Detailed Description

... BRIEF DESCRIPTION OF THE FIGURES

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7/5,K/69 (Item 59 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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0003427 **Image available**

SYSTEM AND METHOD FOR AUTOMATED WEB SITE LAUNCHING BASED ON USER-DEFINED PREFERENCES

SYSTEME ET PROCEDE PERMETTANT DE LANCER AUTOMATIQUEMENT UN SITE WEB EN

FONCTION DES PREFERENCES DEFINIES PAR UN UTILISATEUR

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Patent and Priority Information (Country, Number, Date):

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LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ

BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT

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International Patent Class: G06F-015/16 ; G06F-015/62

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8437

English Abstract

The present invention is a system and method for automated Web destination launching based upon user preferences. A typical system according to the present invention includes a host computer and a database server (110). The host computer receives a request for a Web destination from a Web client used by an end user. A Web destination is selected based on data associated with the end user. This data may be stored in the database server (110), included with the Web destination request as cookies or in some other suitable format or supplied by another source associated with the end user. The selected Web destination is transmitted to the Web client in a reply, which, upon receipt by the Web client, directs the Web client to the selected destination. In some embodiments, the data associated with the end user may be collected. In some of these embodiments, the data may be stored in the database server (110).

French Abstract

L'invention concerne un systeme et un procede, permettant de lancer automatiquement un site Web, en fonction des preferences definies par un utilisateur. Selon l'invention, un systeme typique comprend un ordinateur hote et un serveur (110) de base de donnees. Cet ordinateur hote recoit une demande de destination Web provenant d'un client Web utilise par un utilisateur final. Une destination Web est selectionnee en fonction de donnees associees a l'utilisateur final. Le serveur (110) de base de donnees stocke les donnees avec la demande de destination Web, sous forme de mouchards electroniques, ou sous un autre format approprie, ou delivrees par une autre source associee a l'utilisateur final. La destination Web est transmise au client Web dans une reponse, qui, lorsqu'elle est recue par ce client Web, l'oriente vers la destination selectionnee. Selon certains modes de realisation, les donnees associees a l'utilisateur final peuvent etre collectees. Selon ces modes, les donnees peuvent etre stockees dans le serveur (110) de base de donnees.

Main International Patent Class: G06F-013/00

International Patent Class: G06F-015/16 ...

... G06F-015/62

Fulltext Availability:

Detailed Description

Detailed Description

... end user traffic to their Web sites. Advertisers hope end users will click on links in their banner bar and visit their Web site. While **banner** ads are often ineffective, they also offer little demographic information on the end I O users accessing the **advertisers** ' Web pages.

In addition, end users are often lost in the breadth of information available on the Web. As a consequence, finding sites of interest...

...evolved to provide access to Web destinations based on category hierarchies. Portals provide an organizational framework for locating sites of interest. However, to use a **portal**, an end user must have a specific goal in mind, namely a particular category of Web destinations. Another solution is Web **search** technology. **Search sites** allow an end user to enter keywords; and the **search engine** retrieves **pages** that may match the specified keywords. Use of such sites requires the end user to have an even narrower goal than a **portal**. These methods do not provide a mechanism for generating for the user a Web destination based on general **preferences** of the end **user** across multiple interest categories.

The system and method of the present invention address these and other problems of both **advertisers** and end users by providing automated Web site launching based upon **user preferences**.

SUMMARY OF THE INVENTION

The present invention is directed to a system and method for automated Web site launching based on **user preferences**. A system according to the present invention causes a client to present to an end user a selected destination.

-WO 00/26800 PCTIUS99/25839

4...

7/5,K/70 (Item 60 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00520691 **Image available**

TELECOMMUNICATION TRANSMISSION SYSTEM ADAPTED TO PROVIDE A PLATFORM FOR
AGENT ORIENTED ELECTRONIC MARKET PLACE SERVICES
SYSTEME DE TRANSMISSION DE TELECOMMUNICATIONS ADAPTE A UN MARCHE
ELECTRONIQUE

Patent Applicant/Assignee:

TELIA AB (publ),
ISAKSSON Lennart,
FIROUZFAR Reza,
HUHTA Anne-Marie,

Inventor(s):

ISAKSSON Lennart,
FIROUZFAR Reza,
HUHTA Anne-Marie,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9952043 A2 19991014
Application: WO 99SE519 19990331 (PCT/WO SE9900519)
Priority Application: SE 981182 19980403

Designated States: EE LT LV NO US AT BE CH CY DE DK ES FI FR GB GR IE IT LU
MC NL PT SE

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/30

Publication Language: English

Fulltext Availability:

Detailed Description
Claims

Fulltext Word Count: 12856

English Abstract

The invention provides a telecommunications transmission system adapted

to operate as a platform for an agent-based electronic market. The platform is arranged to support agent-based market interactions between a plurality of agent types. The system includes a plurality of end user terminals arranged for connection to the Internet, at least one service provider server, a plurality of electronic shops and means for automatically creating and managing product categories/attributes for the electronic market place and facilitating self regulation of the system.

French Abstract

L'invention port sur un systeme de transmission de telecommunications concu pour fonctionner comme une plate-forme d'un marche electronique a base d'agents. Cette plate-forme est agencee de facon a supporter des interactions de marche a base d'agents entre une pluralite de types d'agents. Ce systeme comprend une pluralite de terminaux utilisateurs relies a Internet, au moins un serveur fournisseur de services, une pluralite de magasins electroniques et d'organes de creation automatique et de gestion de categories/attributs de produits du marche electronique et d'organes facilitant l'auto-regulation du systeme.

Main International Patent Class: **G06F-017/60**

International Patent Class: **G06F-017/30**

Fulltext Availability:

Detailed Description

Detailed Description

... notification through pagers, GSM SPS messages etc.

The MessageBox is the area in the WebButler user interface where information is displayed about ongoing missions.

The **Advertisement** Box is the area in the WebButler user interface where **advertisements** / **banners** are displayed. This is a display area on the WebButler that the WebButler operator has an exclusive right to use, similar to the **Banner** area on **search engines** like Altavista. The AdBox is filled with new **advertisements** when the WebButler has accessed the AgentFind Service. The **advertisements** are related to the specified interests, stored in the WebButler, when accessing AgentFind.

I 0

The personal **profile** provides the possibility for **users** to store information about name, address, phone/fax numbers, demographic data, long **term interests** etc. The **user** can protect icon. Otherwise, this information, or parts of it, is accessible for merchants and other users of WebButlers. This has the advantage that users...

7/5,K/72 (Item 62 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00516676 **Image available**

IMPROVED SEARCH ENGINE

MOTEUR DE RECHERCHE AMELIORE

Patent Applicant/Assignee:

GLOBALBRAIN NET INC,

Inventor(s):

RYAN Grant James,

RYAN Shaun William,

RYAN Craig Matthew,

MUNKO Wayne Alistar,

ROBINSON Del,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9948028 A2 19990923

Application: WO 99US5588 19990316 (PCT/WO US9905588)

Priority Application: US 9878199 19980316; US 98115802 19980715

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ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

HA HG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU
TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG
CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/30

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 24678

English Abstract

The present invention provides for a method of updating an internet search engine database with the results of a user's selection of specific web page listings from the general web page listing provided to the user as a result of his initial keyword search entry. By updating the database with the selections of many different users, the database can be updated to prioritize those web listings that have been selected the most with respect to a given keyword, and thereby presenting first the most popular web page listings in a subsequent search using the same keyword search entry.

French Abstract

La presente invention concerne un procede de mise a jour de la base de donnees d'un moteur de recherche Internet, les resultats de la selection des listages de pages WEB specifiques effectuee par un utilisateur a partir du listage general de pages Web lui etant presentes comme resultat de l'entree de sa recherche initiale par mot cle. En mettant a jour la base de donnees avec les selections des differents utilisateurs, on peut mettre a jour cette base de donnees de maniere a privilegier les listages selectionnes avec le plus de consideration pour un mot clef donne, permettant ainsi de presenter en premier, dans une recherche ulterieure, les listages de pages WEB les plus prises, en utilisant la meme entree de recherche par mot cle.

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... appear more prominent when displayed to the user. Such listings can contain the same content as a web page listing, or other content, such as **advertisements** , pictures, editorials and the like

This other content may be displayed to a particular **user** based upon key- **words** , **user profile** type (nationality, **age** **gender** , occupation, and so forth) and the time of the day, for example In many instances, this content that is displayed along with web page listings is inserted into the display area using mechanisms that are different from the searching system described previously with respect to conventional **search engines** . The mechanism by which this content is displayed in large measure based upon some other criteria, such as payment for the space that is used...

7/5,K/73 (Item 63 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00507929

PERSONALIZED INTERNET INTERACTION

INTERACTION PERSONNALISEE AVEC L'INTERNET

Patent Applicant/Assignee:

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REFUAH Aviv,

REFUAH Zeev,

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Inventor(s):

REFUAH Aviv,
REFUAH Zeev,
NHAISSI Eli,
FENSTER Maier,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9939281 A2 19990805

Application: WO 99IL56 19990128 (PCT/WO IL9900056)

Priority Application: IL 123129 19980130; IL 125432 19980720

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU

LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA

UG US UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM

AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM

GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/30

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 15765

English Abstract

A method of a user interacting with an Internet, comprising: tracking interactions of the user with an Internet; analyzing said tracked interactions to determine at least one aspect of a user's interaction with the Internet; and modifying future interactions of said user with said Internet, responsive to said determined aspect, wherein said modified interactions comprise site-content related interactions with a plurality of unrelated sites. Preferably, the aspect is adapted in real-time to reflect changes in the tracked interactions.

French Abstract

L'invention concerne un procede d'interaction entre un utilisateur et l'Internet, lequel procede consiste: a faire un suivi des interactions entre l'utilisateur et l'Internet; a analyser les interactions relevees de maniere a determiner au moins un aspect de l'interaction d'un utilisateur avec l'Internet; et a modifier les interactions futures de cet utilisateur avec l'Internet, en fonction de l'aspect qui a ete determine. Conformement au procede de l'invention, les interactions modifiees comprennent des interactions liees au contenu d'un site avec une pluralite de sites non associes. De preference, l'aspect precite est adapte en temps reel de maniere a refleter les changements au niveau des interactions relevees.

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... association between a slogan, trademark, product, subject and/or acronym and a WWW address and/or other company information. When a user enters such a **keyword**, the relevant information and/or addresses may be presented.

The Internet, in general, is an anonymous network and a particular **search engine** has no direct way of identifying a particular user. A mechanism called "cookies" is used by some WWW servers to store, at a user's...

...includes a preferred page layout and usage information, such as when the page was last accessed. In addition, such information may be used for targeting **advertisements** and/or for storing **user preferences** and/or previously entered data.

PCT publication 97/41673, the disclosure of which is incorporated herein by reference, describes a method of generating a psychographic...

7/5,K/74 (Item 64 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00469789 **Image available**

SERVER SYSTEM AND METHOD FOR MODIFYING A CURSOR IMAGE
SYSTEME SERVEUR ET PROCEDE SERVANT A MODIFIER UNE IMAGE DE CURSEUR

Patent Applicant/Assignee:

COMET SYSTEMS INC,

Inventor(s):

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SCHMITTER Thomas A,

HALL Mark S,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9900723 A1 19990107

Application: WO 98US12538 19980617 (PCT/WO US9812538)

Priority Application: US 97882580 19970626

Designated States: CA JP AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT
SE

Main International Patent Class: G06F-003/14

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 12772

English Abstract

A server system (10) for modifying a cursor image (44), displayed on a video monitor (24) of a remote user's terminal (14), to a specific image having a desired shape and appearance. The system comprises a first memory means for storing cursor information data (54) corresponding to the specific image and a second memory means for storing data corresponding to a cursor display code (52). The cursor display code (52) contains information in response to which the cursor image (44) is modified to the specific image. A first server computer (48) is provided so as to transmit a specified information to the remote user terminal. The information includes a cursor display instruction data (56) containing the location of the first and second memory means, such that the user terminal in accordance with the cursor display instruction data (56) displays a cursor image (44) on the user's video monitor (24) in the shape and appearance of the specific image.

French Abstract

Systeme serveur (10) servant a modifier une image de curseur (44) affichee sur un moniteur video (24) d'un terminal d'utilisateur a distance (14) en une image specifique possedant la forme et l'aspect souhaites. Ce systeme comprend une premiere memoire servant a memoriser des donnees d'information (54) de curseur correspondant a l'image specifique, et une deuxieme memoire servant a memoriser des donnees correspondant a un code d'affichage (52) de curseur. Ce code (52) contient des informations en reaction auxquelles l'image de curseur (44) est modifiee en l'image specifique. Un premier ordinateur serveur (48) sert a transmettre des informations determinees au terminal d'utilisateur a distance. Ces informations comprennent des donnees d'instruction (56) d'affichage de curseur contenant l'emplacement de la premiere et de la deuxieme memoires, de sorte que le terminal d'utilisateur en fonction des donnees d'instruction (56) affiche une image de curseur (44) sur le moniteur video (24) d'utilisateur presentant la forme et l'aspect de l'image specifique.

Main International Patent Class: G06F-003/14

Fulltext Availability:

Detailed Description

Detailed Description

... attribute whenever and wherever they see fit. For example, content providers may modify system-level user interface attributes at a remote user's terminal for **advertising**, entertainment, information delivery,

celebrating an event, or other reasons, and therefore, the invention is not limited in scope in that respect. Furthen-nore, when a content provider elects to display a specified system-level **user interface attribute** in conjunction with and corresponding to specific information conveyed via the user's terminal, the cursor image and the background display data are deemed related invention, a modified cursor might take the appearance of a "Fizzy Cola" bottle when a "Fizzy Cola" **banner advertisement** appears among the display data of a popular **search engine's site**.

Similarly, the cursor can be modified for advertising purposes to represent Fizzy Cola's logo, its corporate mascot, images of its products or services, slogans, icons, brand images, advertising messages (the word "Thirsty?", for example), abstract suggestions (such as a straw or glass), etc.

Alternatively, Fizzy Cola, on its own site, or homepage, might have a picture...

7/5,K/75 (Item 65 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00445902 **Image available**

**AN ASSOCIATIVE SEARCH ENGINE
MACHINE DE RECHERCHE ASSOCIATIVE**

Patent Applicant/Assignee:

NORTHERN TELECOM LIMITED,

Inventor(s):

SKILLEN Richard Prescott,
LIVERMORE Frederick Caldwell,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9836366 A1 19980820

Application: WO 98CA86 19980204 (PCT/WO CA9800086)

Priority Application: US 97798747 19970213

Designated States: CA JP AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: **G06F-017/30**

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 3895

English Abstract

This invention relates to an advertisement machine which provides advertisements to a user searching for desired information within a data network. The machine receives, from the user, a search request including a search argument corresponding to the desired information and searches, based upon the received search argument, a first database having data network related information to generate search results. It also correlates the received search argument to a particular advertisement in a second database having advertisement related information. The search results together with the particular advertisement are provided by the machine to the user.

French Abstract

L'invention concerne une machine de publicite fournissant des publicites a un utilisateur recherchant une information souhaitee dans un reseau de donnees. Cette machine recoit de la part de l'utilisateur une demande de recherche contenant un argument de recherche correspondant a l'information souhaitee et recherche, en se basant sur l'argument de recherche recu, une premiere base de donnees possedant l'information relative au reseau de donnees afin de generer des resultats de recherche. Elle met egalement en correlation l'argument de recherche recu avec une publicite particuliere dans une deuxieme base de donnees possedant une information relative a la publicite. Les resultats de recherche et la publicite particuliere sont transmis par la machine a l'utilisateur.

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... received search argument, a first database having data network related information to generate search results; means for correlating the received search argument to a particular **advertisement** in a second database having advertisement related information; and means for providing the search results together with the particular advertisement to the user.

According to...

...a user, a search request including a search argument corresponding to the desired information; means for searching, based upon the received search argument and user **profile** data, a database of information to generate a SUBSTITUTE SHEET (RULE 26) search result; and means for providing the search results to the user.

Conventional...

...the methodology according to this invention may be implemented. In a particular embodiment, the invention is manifested by an advertising system including an associative search **engine** that may be tied into and form an integral part of the conventional **search engine**. When an end user accesses the conventional **search engine**, the associative **engine** of the selling system examines the user's choices and search instructions, that have been input by the user, and formulates the necessary strategy and...

...and tactics can be continually refined and the results presented to the end user in a predictive order and fashion that relates to that end **user**'s past **preferences** (either for the immediate search underway or including all prior search data stored for that user) and a contextual database. This effectively provides unobtrusive, related...

...end user who is searching for information. The processor used for the advertising and selling mechanism can be a part of or interconnected with the **search engine**.

Some examples will illustrate how this invention can have high value to an end **user**. An end **user**'s **profile** data may contain such information as the make, model and year of automobile he/she owns or leases. When tires are needed, the manufacturers recommended...

...options may be considered as sort criteria provided within a contextual database. Another example relates to when airline reservations are being sought. All of a **person**'s preferences, which today are normally sorted one, by one through a travel agent, could be utilized by the advertising and selling mechanism to provide...

...In addition to the search criterion, as users interacts with the advertising system, it will continue to compile preference data (e.g. a list of **keywords**) for each user. All preferences, for example, can be left in a type 5 of default mode or even presented to the user for him...

7/5,K/76 (Item 66 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00396571 **Image available**

INFORMATION AGGREGATION AND SYNTHESIZATION SYSTEM
SYSTEME DE SYNTHETISATION ET DE REGROUPEMENT DE DONNEES

Patent Applicant/Assignee:

THE SABRE GROUP INC,

Inventor(s):

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CARR Robert Neal Jr,

OFFUTT Josphe Robert Jr,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9737314 A1 19971009

Application: WO 96US14893 19960917 (PCT/WO US9614893)

Priority Application: US 9615384 19960401; US 96685805 19960724

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GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX

NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG UZ VN KE LS MW SD SZ

UG AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC

NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

International Patent Class: G06F-17:30

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8447

English Abstract

An information aggregation and synthesization system and process. The present invention provides aggregation and packaging of structured or unstructured information from disparate sources such as those available on a network such as the Internet. A network compatible/addressable interface device is operated by a user. The network interface device communicates with local datastores or network accessible datastores via an addressing scheme such as Uniform Resource Locator addresses (URLs) utilized by the Internet. Data passing between the network interface device and the datastores is accessed, polled, and retrieved through an intermediary gateway system. Such aggregated information is then synthesized, customized, personalized and localized to meet the information resource requests specified by the user via the network interface device.

French Abstract

L'invention concerne un systeme et un procede de synthetisation et de regrouperment de donnees. L'invention assure le regrouperment et l'integration d'informations structurees et non structurees a partir de sources diverses telles que celles disponibles sur un reseau comme Internet. Une interface adressable par/compatible avec le reseau est utilisee par un operateur. Cette interface communique avec des memoires de donnees locales ou des memoires de donnees accessibles par le reseau via un systeme d'adressage telles que les adresses du Localisateur de Ressources Uniformes (URL) utilisees par Internet. Les donnees passant entre l'interface du reseau et les memoires de donnees sont accedees, interrogees et extraites par un systeme de passerelle intermediaire. Ces informations regroupees sont ensuite synthetisees, adaptees, personnalisees et localisees pour repondre a la demande de ressources d'informations de l'utilisateur via l'interface du reseau.

Main International Patent Class: G06F-017/60

International Patent Class: G06F-17:30

Fulltext Availability:

Detailed Description

Detailed Description

... WWW, or a local datastore or cache simulating a WWW

component).

The Internet user will select World Wide Web (WWW) content for retrieval using a **search engine** to return selected WWW references. The user will then select certain of these references to be included in a custom CD which will be burned or recorded onto a CD and then sent by express delivery to the user.

III. Software Agent **Advertising** Insertion.

Currently, **advertisements** in WWW pages are tightly tied to each page, are inserted based on **keywords** or on a psychographic **profile** of the **user**.

Certain criteria will be entered which delineates a pattern that is requested to be monitored.

13/5,K/10 (Item 10 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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01087979

System and method for building user profiles
System und Verfahren zum Aufbau von Benutzerprofilen
Systeme et procede de realisation de profils d'utilisateurs

PATENT ASSIGNEE:

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INVENTOR:

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LEGAL REPRESENTATIVE:

HarSmith, Robert Stewart et al (57811), CRUIKSHANK & FAIRWEATHER 19 Royal
Exchange Square, Glasgow, G1 3AE Scotland, (GB)

PATENT (CC, No, Kind, Date): EP 1057125 A1 001206 (Basic)

EP 1057125 B1 030502

WO 99044159 990902

APPLICATION (CC, No, Date): EP 99909626 990226; WO 99US4166 990226

PRIORITY (CC, No, Date): US 76179 P 980227; US 76404 P 980227

DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
LU; MC; NL; PT; SE

INTERNATIONAL PATENT CLASS: G06F-017/30

CITED PATENTS (EP B): WO 97/16796 A; WO 97/26729 A; US 5245656 A

CITED PATENTS (WO A): XP 569991

CITED REFERENCES (EP B):

SCHREIBER F A ET AL: "DYNAMIC USER PROFILES AND FLEXIBLE QUERIES IN
OFFICE DOCUMENT RETRIEVAL SYSTEMS" DECISION SUPPORT SYSTEMS, vol. 5,
no. 1, 1 January 1989, pages 13-28, XP000569991;

CITED REFERENCES (WO A):

SCHREIBER F A ET AL: "DYNAMIC USER PROFILES AND FLEXIBLE QUERIES IN
OFFICE DOCUMENT RETRIEVAL SYSTEMS" DECISION SUPPORT SYSTEMS, vol. 5,
no. 1, 1 January 1989, pages 13-28, XP000569991;

NOTE:

No A-document published by EPO

LEGAL STATUS (Type, Pub Date, Kind, Text):

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Application: 991110 A1 International application. (Art. 158(1))

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20030502, CH 20030502, LI 20030502, ES
20030813, FI 20030502, GR 20030802, NL
20030502, PT 20030804, SE 20030802,

Lapse: 040107 B1 Date of lapse of European Patent in a
contracting state (Country, date): CH
20030502, LI 20030502, GR 20030802, NL
20030502, PT 20030804, SE 20030802,

Grant: 030502 B1 Granted patent

Examination: 010822 A1 Date of dispatch of the first examination
report: 20010710

Examination: 001206 A1 Date of request for examination: 20000914

Change: 020807 A1 Title of invention (German) changed: 20020617

Change: 020807 A1 Title of invention (English) changed: 20020617

Change: 020807 A1 Title of invention (French) changed: 20020617

Lapse: 031210 B1 Date of lapse of European Patent in a
contracting state (Country, date): SE
20030802,

Lapse: 040114 B1 Date of lapse of European Patent in a
contracting state (Country, date): AT
20030502, CH 20030502, LI 20030502, ES
20030813, GR 20030802, NL 20030502, PT
20030804, SE 20030802,

Application: 991110 A1 International application entering European
phase

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text Language Update Word Count

CLAIMS B	(English)	200318	904
CLAIMS B	(German)	200318	868
CLAIMS B	(French)	200318	1020
SPEC B	(English)	200318	7599
Total word count - document A			0
Total word count - document B			10391
Total word count - documents A + B			10391

INTERNATIONAL PATENT CLASS: G06F-017/30

...SPECIFICATION DUP includes information about the most common classes or document types most recently accessed, Information about the successfulness of the different strategies in the past **queries**, information about the **terms** of that the uses often specifies in his **queries**, and information about is a subjective context end of the current organizational position of the audience.

WO 97/26729 is directed to do displaying **advertising** to users of an interactive communications medium. More particularly, this reference discloses techniques for determining to a user's community and determining which **ads** to show to the **user** based on **characteristics** of the **user**'s community. A user is included in a community based on the user's activities in the interactive medium, such as Web sites visited, the...

13/5,K/52 (Item 41 from file: 349)
 DIALOG(R)File 349:PCT FULLTEXT
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00748768 **Image available**

E-COMMERCE INCENTIVE DELIVERY SYSTEM
SYSTEME DE COMMERCE ELECTRONIQUE PAR INCITATION

Patent Applicant/Assignee:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200062184 A2 20001019 (WO 0062184)

Application: WO 2000SG64 20000403 (PCT/WO SG0000064)

Priority Application: US 99128494 19990409; US 99398323 19990916

Designated States: AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE
 DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
 LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK
 SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8531

English Abstract

French Abstract

L'invention concerne un systeme et un procede de mise au point et de gestion d'un programme d'incitation publicitaire destine a encourager un utilisateur a visualiser une publicite electronique ou a acheter un produit en particulier. Ce systeme comprend une fenetre publicitaire affichant une publicite et une fenetre d'incitation affichant l'incitation associee. L'incitation peut etre un article, un produit, ou un service, par exemple un bon d'achat, offert avec la publicite et destine a encourager un utilisateur a visualiser la publicite ou a acheter le produit. Lorsque l'utilisateur clique sur la fenetre publicitaire, l'incitation est electroniquement memorisee dans un portefeuille electronique associe au compte de l'utilisateur. L'utilisateur peut alors utiliser l'incitation pour acheter le produit en ligne ou de maniere conventionnelle. La presente invention conserve egalement des donnees concernant chaque utilisateur, par exemple ses habitudes d'achat et interets. Ces donnees peuvent alors etre utilisees pour cibler les publicites vues par l'utilisateur pour les produits ou services en rapport avec ses habitudes d'achat et interets.

Legal Status (Type, Date, Text)

Publication	20001019	A2 Without international search report and to be republished upon receipt of that report.
Examination	20001207	Request for preliminary examination prior to end of 19th month from priority date
Declaration	20011108	Late publication under Article 17.2a
Republication	20011108	A2 With declaration under Article 17(2)(a); without abstract; title not checked by the International Searching Authority.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... system software with the Internet Incentive Server 106 and the incentive redemption manager 132 for verification and redemption of a user's incentives, such as **coupons** . Moreover, a product or service offered in an advertisement may be purchased from the vendor directly, from a vendor's distributor, or from a vendor...

...or services purchased by the user by obtaining such information from the incentive redemption manager 132 or from the vendor server 108. In addition, the **user profile** database 126 may. ...requested by the users and searches perfovfnf@d by the user, such as member directory search or keyword search, made by the users. After multiple **advertisement** clicking sessions, purchasing and redemption sessions, URL requests, or search requests, a summary of the user's interest can be obtained and compiled into a user summary interest profile which can then be stored in the **user profile** database 126. The **user summary interest profile** makes certain inferences about the **user's interests** based on the **advertisements** clicked on by the user, and the specific products or services purchased by the user.

The **advertising** manager 128 keeps track of the **advertisements** to be displayed to a particular user and the incentives associated with a particular **advertisement** . The **advertising** manager 128 preferably includes an **advertiser** database 140 and an incentive description database 142, such as a **coupon** description database. Table I below illustrates a preferred embodiment of an advertiser database table.

TABLE I

Advertiser database table

AID

Advertiser ID

AD-START-DATE...

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00745523 **Image available**

INTERNET POINT OF ACCESS CONTENT INSERTION METHOD AND
INFORMATIONDISTRIBUTION SYSTEM
RESEAUX PUBLICITAIRES EN LIGNE ET SYSTEMES DE DISTRIBUTION D'INFORMATIONS
ET DE PUBLICITE SUR LE WEB

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200058897 A2 20001005 (WO 0058897)

Application: WO 2000US8458 20000330 (PCT/WO US0008458)

Priority Application: US 99126881 19990330

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ

TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-017/60

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 10104

English Abstract

French Abstract

Legal Status (Type, Date, Text)

Publication 20001005 A2 Without international search report and to be
republished upon receipt of that report.

Examination 20001228 Request for preliminary examination prior to end of
19th month from priority date

Declaration 20020627 Late publication under Article 17.2a

Republication 20020627 A2 With declaration under Article 17(2)(a); without
abstract; title not checked by the International
Searching Authority.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... the title of the requested content, and the software "cookie" (that
provides user identity) stored on the local hard drive of user computer.
The local **advertising** server may detennine content category by parsing
the title of the requested content and matching keywords found with
subject categories stored in the profile database...

...also provides a user interface to allow new users to create a new user
profile, and to allow existing users the ability to update their **profile**

For each **user** and/or each advertisement, local advertising server may
store a database

0

with statistics on advertisements displayed, and advertisements selected. Statistics may be
SUBSTITUTE SHEET (RULE 26)
automatically updated each time an **advertisement** may be displayed to user and each time a user selects On an **advertisement**. Local **advertisin** (Y server may be automatically synchronized with central **advertising** server on a periodic basis scheduled by network administrator. Central **advertising** server initiates a handshake to connect to each local **advertising** server. Once connected, central **advertising** server downloads new **advertisements** to. and uploads statistics and new **user profile** from local **advertising** server.

FIG. 113 shows an embodiment of an online **advertising** network of the present

0

invention. The online advertiser network may be made up of an administrator 101, a plurality 10 of members 102, and a plurality of **advertisers** 103. Members 102 of the **advertising** network may be companies, organizations or individuals who owns one or more private data-networks (such as 203) with more than a predetermined number of...to allow new users to create a new user profile, and to allow existing users the ability to update their profile, or profiles.

The local **advertising** server 600 may determine, as shown in step 620, the content category by

2D

parsing the title of the requested content and matching **keywords** found with subject categories stored in the profile database. As shown in step 610, the local **advertising** server 600 may also determine a user category or categories by **searching** for the **user's profile** record with the **user cookie**". The LAS 600 may also optionally, retrieve the user's **advertisement** history and user categories, as shown in steps 630 and 640. The user categories and the identified **keywords** may be employed in step 660 to retrieve a list of **advertisement** IDs for the identified categories.

Optionally, once the list is retrieved, the LAS 600 may proceed to step 670 to create an advertisement queue based...

13/5,K/54 (Item 43 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00745519 **Image available**

METHOD AND SYSTEM FOR TRACKING USER SELECTIONS MADE OVER A BIDIRECTIONAL COMMUNICATION SYSTEM

PROCEDE ET SYSTEME PERMETTANT DE LOCALISER DES CHOIX D'UTILISATEUR AU SEIN D'UN SYSTEME BIDIRECTIONNEL DE COMMUNICATION

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Parent Applicant/Inventor:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200058893 A1 20001005 (WO 0058893)

Application: WO 2000US8281 20000329 (PCT/WO US0008281)

Priority Application: US 99126676 19990329

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: **G06F-017/60**

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 5947

English Abstract

A system and method for presenting information, for example, selected advertisements, to a user of a bidirectional communication system, such as the Internet or any other two-way network. In one illustrative embodiment, a user (16) selects certain advertisements relating to goods and/or services on a web site (18), and those selections are stored by the system. Subsequently, when the user (16) returns to the same site (18) or to the system's site (12), the selected advertisements, as well as possibly new advertisements related to the same goods and/or services, are available to the user (16) upon his or her request and the user may optionally proceed to the advertiser's site (18).

French Abstract

Cette invention concerne un systeme et un procede permettant de presenter des informations, un choix de publicites par exemple, a l'utilisateur d'un systeme bidirectionnel de communication tel que l'Internet. Selon un mode de realisation type, un utilisateur (16) selectionne sur un site Web (18) certaines publicites sur des biens et/ou des services. Sa selection est stockee par le systeme. Lorsqu'il rerourne ulterieurement sur le meme site (18) ou sur le site du systeme (12), l'utiliateur (16) peut acceder a sa demande aux publicites selectionnees, voire a de nouvelles publicites sur les memes produits et/ou services, et peut eventuellement se rendre sur le site de l'annonceur (18).

Legal Status (Type, Date, Text)

Publication 20001005 A1 With international search report.

Examination 20010322 Request for preliminary examination prior to end of 19th month from priority date

Correction 20020131 Corrected version of Pamphlet: pages 1/2-2/2, drawings, replaced by new pages 1/3-3/3; due to late transmittal by the receiving Office

Republication 20020131 A1 With international search report.

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... selected advertisement.

16

FIGO

USER

TERMINAL

N PROCESSOF

T

COMMUNICATION E

NETWORK FACILITY R

F

USER A

TERMINAL c MEMORY

E - - - - -

WEB WEB

SERVER SERVER

AD MEMOR AD MEM(

SERVER SERVER

/2

USER RECEIVES
CONTENT INCLUDING FIGm 2
ONE OR MORE

ADVERTISEMENTS

USER CLICKS ON ONE
OF ADS ; PUBLISHER
COUNTSAD

AD SERVER

DETERMINES AD
SYSTEM URL; IDENTIFIES
REAL URL OF
ADVERTISEMENT

IF

DIRECT USER

TEAD SYSTEM

SITE

ADOES REGISTER NEW

COOKIE USER

USER PROFIL

VOID; RETURN

EFERE I PREFERENCE I RE USER TO
AUTO-SAV LWAYS ASK? Z ALWAYS G CONTENT

Y

SAVE AD :

I INFORM US SAVE

DIRECT USR ER WAN@TS@1

ADVERTISEMENT

BACKTO TO

ORIGINAL W?

CONTENT

GO TO NEW

CONTENT

INTERNATIONAL SEARCH REPORT International application No.

PCT/US00/08281

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :G06F 17/60

US CL :705/14

According to International Patent Classification (IPC) or to both
national classification and [PC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by
classification symbols)

U.S. : 705/14, 28, 29

Documentation searched other than minimum documentation to the extent
that such documents are included in the fields, searched Electronic data
base consulted during the international search (name of data base and,
where practicable, search terms used) East Service (USPatfiles, JPO,
EPO and Derwent files)(see attached) and DIALOG (financial and business
databases)(see
attached)

C. DOCUMENTS CONSIDERED TO BE RELEVANT...

13/5,K/55 (Item 44 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00744662

METHOD AND APPARATUS FOR ORGANIZING AND PROCESSING INFORMATION USING A
DIGITAL COMPUTER

PROCEDE ET APPAREIL POUR ORGANISER ET TRAITER DES INFORMATIONS AU MOYEN
D'UN ORDINATEUR

Patent Applicant/Assignee:

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Hillview Avenue, Palo Alto, CA 94304, US
Patent and Priority Information (Country, Number, Date):
Patent: WO 200057257 A2 20000928 (WO 0057257)
Application: WO 2000US6640 20000314 (PCT/WO US0006640)
Priority Application: US 99272808 19990319
Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK
DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK
LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Main International Patent Class: **G06F**
Publication Language: English
Filing Language: English
Fulltext Availability:
Detailed Description
Claims
Fulltext Word Count: 14234

English Abstract

An effect method and apparatus for organizing and processing chunks of interrelated information (or "thoughts") using a digital computer is disclosed. The invention utilizes highly flexible, associative thought networks to organize and represents digitally-stored thoughts. A thought network specifies a plurality of thoughts, as well as network relationship among the thoughts. A graphical representation of the thought network is displayed, including a plurality of display icons corresponding to the thoughts, and a plurality of connecting lines corresponding to the relationships among the thoughts. Each of the thought is associated with one or more software application programs, such as a word processing or spreadsheet utility. Users are able to select a current thought conveniently by interacting with the graphical representation, and the current thought is processed by automatically invoking the application program associated with the current thought in a transparent manner. Users can conveniently modify the thought network by interactively redefining the connecting lines between thoughts. In another aspect of the invention, attribute values are associated with the various thoughts of the network, and the network is searched to identify a subset of the thoughts having attribute values equal to a desired set of values. Further aspects of the invention include techniques for scheduling selected thoughts of the network for desired operations at specified times, and storing timing and usage statistics in order to preserve a history of the processing tasks performed on each thought.

French Abstract

L'invention porte sur un procede et un appareil permettant d'organiser et de traiter des segments d'informations interdependantes (ou <= concepts) a l'aide d'un ordinateur. L'invention met en oeuvre des reseaux de concepts associatifs, extremement flexibles, pour organiser et représenter des concepts enregistres numeriquement. Un reseau de concepts determine une pluralite de concepts ainsi qu'une relation de reseau entre les concepts. Une representation graphique du reseau de concepts, comprenant une pluralite d'icônes correspondant aux concepts, ainsi qu'une pluralite de lignes de connexion correspondant aux relations entre les concepts, est affichee. Chaque concept est associe a un ou plusieurs programmes d'application logiciel tel qu'un traitement de mots ou un programme utilitaire tableur. Les utilisateurs peuvent selectionner un concept courant en dialoguant avec la representation graphique, puis le concept courant est traite par invocation automatique du programme d'application associe au concept courant en mode transparent. Les utilisateurs peuvent modifier sans inconvenient le reseau de concepts en redefinissant de maniere interactive les lignes de connexion entre les concepts. Selon une autre variante, des valeurs d'attribut sont associees

aux differents concepts du reseau, puis une recherche est effectuee sur le reseau pour identifier un sous-ensemble de concepts dont les valeurs d'attribut sont egales a un ensemble desire de valeurs. Selon d'autres variantes, des techniques permettent d'organiser des concepts selectionnes du reseau pour des operations desirees a des moments determines, et d'enregistrer les statistiques temporelles et d'utilisation afin de conserver un historique des taches de traitement effectuees sur chaque concept.

Legal Status (Type, Date, Text)

Publication 20000928 A2 Without international search report and to be republished upon receipt of that report.

Search Rpt 20010118 Late publication of international search report

Examination 20010208 Request for preliminary examination prior to end of 19th month from priority date

Main International Patent Class: G06F

Fulltext Availability:

Detailed Description

Detailed Description

... to search for and identify potential friends, business partners, or even advertising sites. For example, using database search techniques known in the art, users could **query** the quick publish server 2720 to **query** the database maintained in data storage 273 0 for brn files along a number of parameters such as (i) containing thoughts named certain key **words** ; (ii) above a certain size; (ii) created on. before or after a certain date; (iii) accessed with a certain level of frequency; (iv) created by male or female **user** with certain personal **characteristics** ; or even (v) accessed by **users** with certain **characteristics** . **Advertisers** could arrange with the proprietor of such a quick publish server to display certain **advertisements** within the html pages generated in conjunction with certain brn access scripts described above, or even within the bm files themselves as thoughts are accessed. A more complex **query** might involve instructing the quick publish server 2720, using known database indexing and **search** techniques. to compare a given bm file with the brn files stored at digital storage 2730, and output the best matches.

Speech Recognitio

The present...

13/5,K/56 (Item 45 from file: 349)

FILED (R) File 349: PCT FULLTEXT

1999/04 WIPO/Univentio. All rts. reserv.

00/42379 **Image available**

SYSTEM AND METHOD FOR DISTRIBUTING PREFERENCED DATA OVER A COMMUNICATIONS NETWORK

SYSTEME ET PROCEDE POUR DISTRIBUER DES DONNEES PREFERENTIELLES SUR UN RESEAU DE COMMUNICATIONS

Patent Applicant/Assignee:

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US (Residence), US (Nationality)

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TUCKER Eric M, 938 Clark Avenue #132, Mountain View, CA 94040, US
SCOTT Samuel Thomas, 922 Bicknell Road, Los Gatos, CA 95030, US
LEAK Bruce A, 4201 Page Mill Road, Los Altos, CA 94022, US

Legal Representative:

NYDEGGER Rick D, Workman, Nydegger & Seeley, 1000 Eagle Gate Tower, 60
East South Temple, Salt Lake City, UT 84111, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200055748 A1 20000921 (WO 0055748)

Application: WO 2000US6325 20000314 (PCT/WO US0006325)

Priority Application: US 99268239 19990315

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
UG UZ VN YU ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: G06F-015/16

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 10932

English Abstract

A system and method for distributing and presenting preferenced data from a host server (98) to a browsing device (10) through a communications network (90, 92, 96). The method involves identifying a user preference, providing at least one data feed containing information related to the user preference, selecting preferenced data from the data feed corresponding to the user preference, preloading the preferenced data from the host server (98) to the browsing device (10), and presenting the preferenced data at the browsing device (10).

French Abstract

L'invention concerne un systeme et un procede permettant de distribuer et de presenter des donnees preferentielles d'un serveur hote (98) a un dispositif d'exploration (10), et ce par l'intermediaire d'un reseau de communications (90, 92, 96). Le procede de cette invention consiste tout d'abord a identifier une preference utilisateur, puis a fournir au moins un flux de donnees contenant des informations relatives a cette preference utilisateur, a selectionner dans ce flux de donnees des donnees preferentielles correspondant a cette preference utilisateur, a precharger ces donnees preferentielles du serveur hote (98) au dispositif d'exploration (10), et enfin a utiliser ce dernier pour presenter ces donnees preferentielles.

Legal Status (Type, Date, Text)

Publication 20000921 A1 With international search report.

Publication 20000921 A1 Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.

Examination 20010315 Request for preliminary examination prior to end of 19th month from priority date

Main International Patent Class: G06F-015/16

Fulltext Availability:

Claims

Claim

... documentation searched (classification system followed by classification symbols)

U.S. : 709/217, 218, 219, 227, 230, 231, 200, 203; 705/14,27; 345/327

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) EAST text search, terms: preloading, prefetching, interim, wait-time, idle bandwidth/connection, user /GUI/connection inactivity,

advertisement, user preference / profile

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category* Citation of document, with indication, where appropriate, of the relevant passages Relevant to claim No.

Y US 52727...

13/5,K/57 (Item 46 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00731978 **Image available**

DATA PROCESSING SYSTEM FOR FACILITATING MERCHANDISE TRANSACTIONS
SYSTEME INFORMATIQUE POUR FACILITER LES TRANSACTIONS SUR MARCHANDISES

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(Nationality)

Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200045315 A1 20000803 (WO 0045315)

Application: WO 2000US2120 20000127 (PCT/WO US0002120)

Priority Application: US 99117500 19990127; US 99418627 19991015

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

UA UG UZ VN YU ZA ZW

AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

CA EE FF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Main International Patent Class: **G06F-017/60**

Publication Language: English

Filing Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 41929

English Abstract

A data processing system for facilitating merchant transactions includes a computer for processing data, and a storage device for storing data processed by the computer. Data regarding the purchase by a purchaser of merchandise from a merchant for a specified amount of money is entered into the computer. Monetary points are then calculated which are proportionate to a purchase made. The monetary points are then allocated between a first account which may be used by a first person for the purchase of additional merchandise from the merchant, and a second account which may be used by a second person for education at an educational institution. The monetary points allocated to the first account and the second are recorded in the storage device.

French Abstract

L'invention concerne un systeme informatique pour faciliter les transactions sur marchandises, qui comprend un ordinateur pour le traitement de donnees et un dispositif de memorisation pour la memorisation des donnees traitees par l'ordinateur. Les donnees relatives a l'achat par un acheteur d'une marchandise a un marchand, contre un montant specifique, est entre dans l'ordinateur. Des points monetaires proportionnels au montant de l'achat sont ensuite calcules. Les points monetaires sont ensuite repartis entre un premier compte qui peut etre utilise par une premiere personne pour l'achat de marchandises supplementaires audit marchand, et un deuxieme compte qui peut etre utilise par une deuxieme personne pour les etudes dans un etablissement d'enseignement. Les points monetaires attribues au premier compte et au second compte sont enregistres dans le dispositif de memorisation.

Legal Status (Type, Date, Text)

Publication 20000803 A1 With international search report.

Publication 20000803 A1 Before the expiration of the time limit for
amending the claims and to be republished in the
event of the receipt of amendments.

Examination 20001026 Request for preliminary examination prior to end of
19th month from priority date

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... pre-defined reports" regarding membership enrollment, activity, trends
and forecasts. The system will preferably also have a strong reporting
tool to enable management to perform **ad hoc queries** on demand.

User Characteristics

The implementation of LPMS represents a very flexible, autonomous
solution for managing the various facets associated with administering a
loyalty program. The primary impact will...

...future Club members who will be accessing the system via a web front
end. They will preferably access the system to review account balances
(in **terms** of merchandise and education credits), transfer points to
other members, or use the Specialty Programs to add credits (either
merchandise or education) to a members...

13/5,K/58 (Item 47 from file: 349)

DIALOG(R) File 349: PCT FULLTEXT

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00574717 **Image available**

**METHOD FOR TRYING TO SUPPLY A POTENTIAL CUSTOMER WITH AT LEAST ONE SELECTED
PRODUCT OFFER**

**PROCEDE PERMETTANT DE FOURNIR AU MOINS UNE OFFRE DE PRODUIT SELECTIONNEES
AUPRES D'UN CLIENT POTENTIEL**

Patent Applicant/Assignee:

INTERNATIONAL BUSINESS MACHINES CORPORATION,
FACCIORUSSO Christian,
FIELD Simon,
HOFFNER Yigal,
ROBINSON Matthew R,

Inventor(s):

FACCIORUSSO Christian,
FIELD Simon,
HOFFNER Yigal,
ROBINSON Matthew R,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200038090 A1 20000629 (WO 0038090)

Application: WO 99IB1613 19991001 (PCT/WO IB9901613)

Priority Application: EP 98124191 19981221

Designated States: JP KR US AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL
PT SE

Main International Patent Class: G06F-017/60

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 7640

English Abstract

A method for trying to supply a potential customer with at least one
selected product offer out of a set of available product offers is
proposed. The product offers are provided by a product supplier, whereby
each available product offer comprises a product description. When the
product supplier further has provided at least one supplier constraint
concerning the potential customer and the potential customer has provided
a customer description and at least one customer constraint concerning
the available product offers, the following steps are performed. The
customer constraint is compared with the product descriptions in order to
find at least one approximate or complete match between them. The

supplier constraint is compared with the customer description in order to find at least one at least approximate match between them. Finally only those product offers whose product description at least approximately matches the customer constraint and where the customer description at least approximately matches the supplier constraint, are selected and provided to the potential customer.

French Abstract

L'invention concerne un procede permettant de fournir a un client potentiel au moins un produit selectionne choisi parmi plusieurs offres produits disponibles. Les offres de produit sont assurees par un fournisseur de produits, chaque offre de produit disponible comportant une description du produit. Lorsque le fournisseur de produit a produit au moins une contrainte fournisseur concernant le client potentiel et que le client potentiel a fourni une description client et au moins une contrainte client concernant l'offre de produit disponible, le processus se deroule de la maniere suivante: la contrainte client est comparee aux descriptions du produit, de sorte qu'au moins une correspondance au moins approximative ou complete soit trouvee. La contrainte client est comparee a la description du client, de sorte qu'au moins une correspondance approximative soit trouvee. Finalement, seulement les offres de produit dont la description correspond approximativement a la contrainte client et dont la description client correspond au moins approximativement a la contrainte fournisseur, sont selectionnees et fournies au client potentiel.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... a storage means I 1.

- 10The following is a particular embodiment for a typical sequence of events in trading.

For export, the product supplier 2 **advertises** its product offer by providing the product descriptions 9. The product descriptions 9 consist each of: a type description, a sequence of properties (name - value pairs) and an object-reference which provides sufficient information for accessing the product.

To **query**, the potential customer 1, also referred to as client, asks the trader 13 for a product with certain **characteristics**, described in his **customer** constraint 6 in **terms** of: the required type of product and other constraint expressions. The customer constraint 6 is a well formed expression conforming to a constraint language, e...

13/5,K/59 (Item 48 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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***69845 ***Image available**

CONSUMER PROFILING AND ADVERTISEMENT SELECTION SYSTEM

SYSTEME DE PROFILAGE DE CONSOMMATEUR ET DE SELECTION DE PUBLICITE

Patent Applicant/Assignee:

TELECOM PARTNERS LTD,

ELDERING Charles A,

Inventor(s):

ELDERING Charles A,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200033228 A1 20000608 (WO 0033228)

Application: WO 99US28628 19991202 (PCT/WO US9928628)

Priority Application: US 98204888 19981203; US 99268526 19990312; US

99268519 19990312

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK

DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM

TR TT TZ UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ TZ UG ZW AM AZ
BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT
SE BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/30 ; G06F-015/16 ; G06F-012/00

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 11146

English Abstract

A consumer profiling and advertisement selection system (500) is presented in which consumers (100) can be characterized based on their purchase or viewing habits. The result of this process is a consumer characterization vector (562) describing the probabilistic demographics and product preferences of the subscriber or viewer (100). Advertisement characterization vectors (548) describing an actual or hypothetical market for a product or desired viewing audience can be determined. The ad characteristics including an ad demographic vector (548), an ad product category (552) and an ad product preference vector (554) is transmitted along with a consumer ID (512). The consumer ID (512) is used to retrieve a consumer characterization vector (562) which is correlated with the ad characterization vector (548) to determine the suitability of the advertisement to the consumer (100). A price for displaying the advertisement can be determined based on the results of the correlation of the ad characteristics with the consumer characterisation vector (562). The system can be used to both increase the effectiveness and cost efficiency of advertisements, as well as for determining the price for transmitting or viewing an advertisement, based on the collection of the ad with the consumer profile.

French Abstract

L'invention concerne un systeme de profilage de consommateur et de selection de publicite (500), qui permet de caracteriser des consommateurs (100) en fonction de leurs habitudes d'acheteurs ou de telespectateurs. On etablit ainsi un vecteur de caracterisation de consommateur (562) decrivant la demographie probabiliste et les preferences de produits de l'abonne ou du telespectateur (100). On peut etablir des vecteurs de caracterisation de publicite (548) decrivant un marche reel ou fictif pour un produit ou un public cible. Les caracteristiques de publicite comprenant un vecteur demographique de publicite (548), une categorie de produit publicitaire (552) et un vecteur de preference de produit publicitaire (554) sont transmises avec un identificateur de consommateur (512), lequel est utilise pour recuperer le vecteur de caracterisation de consommateur (562), et une correlation est etablie entre ce vecteur et le vecteur demographique de publicite (548) pour determiner la correspondance entre la publicite et le consommateur (100). Un tarif d'affichage de la publicite peut etre determine en fonction de la correlation entre les caracteristiques de publicite et le vecteur de caracterisation de consommateur (562). On peut utiliser le systeme pour ameliorer l'efficacite et la rentabilite des publicites, et aussi pour determiner le prix de la transmission ou de l'affichage d'une publicite, sur la base de la correlation entre la publicite et le profil du consommateur.

Main International Patent Class: G06F-017/60

International Patent Class: G06F-017/30 ...

... G06F-015/16 ...

... G06F-012/00

Fulltext Availability:

Detailed Description

Detailed Description

... 140 using a consumer

profiling system 500. The purchase record is used by the

profiler to update the probabilistic representation of customer 100, both in terms of their demographics as well as their product preferences. For each item purchased by consumer 100, product characterization information in the form of a product demographics vector and a product purchase vector is used to update the demographic characterization vector and the product preference vector for consumer 100.

A content/opportunity provider 160 may subsequently determine that there is an opportunity to present an advertisement to consumer 100. Content/opportunity provider 160 can announce this opportunity to advertiser 144 by transmitting the details regarding the opportunity and the consumer ID 512. Advertiser 144 can then query profiler 140 by transmitting consumer ID 512 along with advertisement specific information including the correlation request 546 and ad demographics vector 548. The consumer profiling system 500 performs a correlation and determines the extent to which the ad target market is correlated with the estimated demographics and product preferences of consumer 100. Based on this determination advertiser 144 can decide whether to purchase the opportunity or not.

Although this invention has been illustrated by reference to specific embodiments, it will be apparent...

13/5,K/60 (Item 49 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00119423 **Image available**
METHOD FOR TARGETED ADVERTISING
PROCEDE POUR PUBLICITE CIBLEE

Patent Applicant/Assignee:

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CLARKE Fred,
ELLIOTT Dane,

Inventor(s):

CLARKE Fred,
ELLIOTT Dane,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9950775 A1 19991007
Application: WO 99US6632 19990325 (PCT/WO US9906632)
Priority Application: US 9852200 19980331

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT
LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT
UA UG US UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD
RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF
CG CI CM GA GN GW ML MR NE SN TD TG

Main International Patent Class: G06F-017/60

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8362

English Abstract

A method for targeted advertising is described, suitable for use with networked devices with a visual display. Advertisements are selected to be presented to a user based on a demographic and psychographic profile of the user, as well as response to previous advertisements by the user. In this way, targeted advertisements can be presented to the user on the visual display. In addition, various input devices are presented to allow the user to perform a transaction associated with the advertisement. Some of these transactions include calling the advertiser, placing an order for the advertised product or service, and requesting more information

about the advertised product or service from the advertiser.

French Abstract

Procède pour publicité ciblée, destinée à être utilisée avec des dispositifs en réseau dotés d'un écran d'affichage. Des publicités sont choisies pour être présentées à un utilisateur sur la base du profil démographique et psychographique de l'utilisateur, ainsi que de la réponse de l'utilisateur à des publicités précédentes. De cette manière, des publicités ciblées peuvent être présentées à l'utilisateur sur son écran d'affichage. De plus, divers dispositifs d'entrée sont présentés, qui permettent à l'utilisateur d'effectuer une transaction associée à la publicité, dont l'appel de l'annonceur, l'établissement d'une commande pour le produit ou service vendu et la demande à l'annonceur d'informations supplémentaires sur le produit ou service vendu.

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

METHOD FOR TARGETED **ADVERTISING**

BACKGROUND OF THE INVENTION

Field of the Invention

This invention relates to a method for targeted **advertising**. More particularly, this invention relates to a method for displaying, on a networked display with a visual display, **advertisements** designed specifically for each user based on a demographic and psychographic profile of the user and response to previous **advertisements** by the user.

Description of Related Art - **Background** of the Invention

The Internet is a popular vehicle for a wide variety of **advertisement** formats. One of these formats is commonly referred to as **banner advertisements**, or a wide billboard type **advertisement** which spans the width of the window or screen.

A primary object of **advertising** is to attempt to make sure that each **advertisement** is targeted; that is, **advertisements** are shown to people who are most likely to take interest in the given advertisement. Some methods download advertisements to Internet users based upon the words that a consumer enters when conducting a Web **search**. For example, a user might conduct a **search** on a **search** engine to find all of the Web pages that contain the word "car." When the results of the Web search are delivered to the Internet user, the consumer is shown a banner advertisement relating to cars. By...

13/5,K/61 (Item 50 from file: 349)

DIALOG(R) File 349: PCT FULLTEXT

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00445005 **Image available**

INFORMATION AGGREGATION AND SYNTHESIZATION SYSTEM

SYSTEME DE REGROUPEMENT ET DE SYNTHESE D'INFORMATIONS

Patent Applicant/Assignee:

THE SABRE GROUP INC,

Inventor(s):

BULL David Stanley,

CARR Robert Neal Jr,

OFFUTT Joseph Robert Jr,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9835469 A2 19980813

Application: WO 98US1341 19980123 (PCT/WO US9801341)

Priority Application: US 97788899 19970123

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES

FI GB GE GH GM GW HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD

MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ

VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH

DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR
NE SN TD TG

Main International Patent Class: G06F-017/30

International Patent Class: G06F-17:60

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 8923

English Abstract

An information aggregation and synthesization system and process (1000). The present invention provides aggregation and packaging of structured or unstructured information from disparate sources such as those available on a network such as the Internet. A network compatible/addressable interface device is operated by a user (100). The network interface device (100) communicates with local (500) or network accessible datastores (300) via an addressing scheme such as Uniform Resource Locator addresses (URLs) utilized by the Internet. Data passing between the network interface device (100) and the datastores (300, 500) is accessed, polled and retrieved through an intermediary gateway system (200). Such aggregated information is then synthesized, customized, personalized and localized to meet the information resource requests specified by the user via the network interface device (100).

French Abstract

L'invention concerne un systeme et un procede de regroupement et de synthese d'informations, et notamment le regroupement et l'emballage d'informations structurees ou non, lesquelles proviennent de sources disparates, comme celles disponibles sur un reseau tel que l'Internet. Un utilisateur fait fonctionner un dispositif d'interface, reseau compatible et accessible. Le dispositif d'interface communique avec des memoires de donnees locales ou des memoires de donnees, reseau accessibles, via un systeme d'adressage tel que les adresses URL utilisees par l'Internet. On accede aux donnees passant entre le dispositif d'interface reseau et les memoires de donnees, on interroge ces donnees et on les extrait au moyen d'un systeme de passerelle intermediaire. De telles informations ainsi regroupees sont ensuite synthetisees, personnalisees et localisees pour satisfaire les demandes de ressource d'informations, specifiees par l'utilisateur via le dispositif d'interface reseau.

Main International Patent Class: G06F-017/30

International Patent Class: G06F-17:60

Fulltext Availability:

Detailed Description

Detailed Description

... Report.

Information about each Ad/Coupon appended to an information aggregation and synthesization system along with known information about the user is stored in the **advertising** activity DataStore 260. This is reported out periodically to the **advertisers** /couponers using the I/O System 280.

Profile Updating.

During a session or after a user discontinues use, the data viewed (recorded in the browsing activity DataStore 240) is analyzed by the session **profile** update 2921 and the **user profile** DataStore 210 is updated with **keywords** or personal **search** text agent DataStore 232.

Lead Report.

Periodically, the Software Text Lead Agents stored in the lead generation agent DataStore 235 are used to analyze the...initially and updated.

As data changes or new data sources are added.
It is queried by Agents from the Agent DataStore
230 or by key words .

230 Agent DataStore
231 Preestablished Software Text Agents
These are complex software text search
patterns predefined by the site subject
matter experts using their extensive
knowledge of information contained within
the site's indices.

232 Personal Search Text Agents
These are complex software text search
patterns that may be individual words or.

SUBSTITUTE SHEET (RULE 26)
233 Ad / Coupon Insertion Agents
These are complex software text search
patterns that when matched within the text
being reviewed within a given session, cause
an advertisement / coupon to be added into the
display. These can be direct insertion or
conditioned from criteria on the
Advertiser 's Computer Systems (400 ... N)
and/or the user 's profile from the user
profile DataStore 210.

234 Unmet Need Agents
These are complex software text search
patterns created by the user to persist
after the end of the user session looking
for patterns and/or specific events or data
that are...

13/5,K/62 (Item 51 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00429972 **Image available**
METHOD AND APPARATUS FOR ORGANIZING AND PROCESSING INFORMATION USING A
DIGITAL COMPUTER
PROCEDE ET APPAREIL POUR ORGANISER ET TRAITER DES INFORMATIONS A L'AIDE
D'UN ORDINATEUR NUMERIQUE
Patent Applicant/Assignee:
NATRIFICIAL LLC,
HUGH Harlan M,
HUGH Errolson,
COZAD Michael,
Inventor(s):
HUGH Harlan M,
HUGH Errolson,
COZAD Michael,
Filing and Priority Information (Country, Number, Date):
Filing: WO 9820436 A2 19980514
Application: WO 97US20428 19971107 (PCT/WO US9720428)
Priority Application: US 96747092 19961107; US 97892548 19970714
Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN YU
GH KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI
FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG
Main International Patent Class: G06F-017/30
Publication Language: English
Fulltext Availability:
Detailed Description
Claims

English Abstract

A method and apparatus for organizing and processing pieces of interrelated information (or "thoughts") using a digital computer is disclosed. The invention employs a graphical user interface to facilitate user interaction with highly flexible, associative "matrices" that enable users conveniently to organize digitally-stored thoughts and their network of interrelationships. Each of the thoughts may be affiliated with one or more application programs, such as a word processing or spreadsheet utility, or an Internet browser. Users are able conveniently to select a current thought along with any applications or content associated with that thought by interacting with the graphical representation. That representation is automatically reoriented about the selected thought, and is revised to reflect only those thoughts having predetermined relations to that current thought. Users can easily modify the matrix by interactively redefining relations between thoughts. Further aspects of the invention include techniques permitting automated generation of thought matrices, delayed loading to facilitate navigation amongst thoughts without undue delay due to bandwidth constraints and matrix division and linking to allow optimal data structure flexibility. Finally, the present invention is interoperable with computer networks including the Internet, and offers an intuitive scalable methodology for the navigation and management of essentially immeasurable information resources and knowledge bases that transcends the limitations inherent in traditional hierarchical approaches.

French Abstract

L'invention concerne un procede et un appareil pour organiser et traiter des informations corrélatives (ou des "pensees") au moyen d'un ordinateur numerique. L'invention fait appel a une interface utilisateur graphique pour faciliter l'interaction des utilisateurs avec des "matrices" associatives extremement flexibles leur permettant d'organiser a leur guise des pensees memorisees numeriquement et leur reseau de correlations. Chacune de ces pensees peut etre affiliee a un ou plusieurs programmes d'application, tels qu'un programme utilitaire de traitement de texte ou de tableur, ou bien un logiciel de navigation sur Internet. Les utilisateurs sont en mesure de selectionner a leur guise une pensee en vigueur conjointement avec toutes applications ou donnees associees a ette pensee, par interaction avec la representation graphique. Cette representation est automatiquement reorientee autour de la pensee selectionnee, et est modifiee pour refleter uniquement les pensees ayant des rapports predetermines avec la pensee en vigueur. Les utilisateurs peuvent aisement modifier la matrice en redefinissant de maniere interactive les rapports entre les pensees. D'autres aspects de l'invention concernent des techniques permettant la production automatique de matrices de pensee, le chargement differe en vue de faciliter la navigation parmi les pensees sans retard excessif du aux contraintes de largeur de bande, ainsi que la division et le chainage des matrices pour permettre une souplesse optimale de la structure de donnees. Enfin, la presente invention est compatible avec les reseaux informatiques, et notamment l'Internet, et offre une methodologie intuitive a la carte pour la navigation et la gestion de ressources informatives et de bases de connaissances pratiquement incommensurables, qui transcende les limitations inherentes aux approches hierarchiques traditionnelles.

Main International Patent Class: G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... to search for and identify potential friends, business partners, or even advertising sites. For example, using database search techniques known in the art, users could **query** the quick publish server 2720 to **query** the database maintained in data storage 2730 for .brn files along a number of parameters such as (i) containing thoughts named certain key **words** ; (ii) above a certain size; (ii) created on, before or after a

certain date; (iii) accessed with a certain level of frequency; (iv) created by male or female **user** with certain 5 personal **characteristics** ; or even (v) accessed by **users** with certain **characteristics** . n 5 personal **characteristics** ; or even (v) accessed by **users** with certain **characteristics** . **Advertisers** could arrange with the proprietor of such a quick publish server to display certain **advertisements** within the html pages generated in conjunction with certain brn access scripts described above, or even within the brn files themselves as thoughts are accessed. A more complex **query** might involve instructing the quick publish server 2720, using known database indexing and **search** techniques, to compare a given brn file with the brn files stored at digital storage 2730, and output the best matches
Speech Recognition
The present...

13/5,K/64 (Item 53 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00381323 **Image available**

METHOD FOR COMPUTER AIDED ADVERTISEMENT

PROCEDE POUR LA PUBLICITE ASSISTEE PAR ORDINATEUR

Patent Applicant/Assignee:

THE SOFTPAGES INC,
HOPKINS Daniel Richard,

Inventor(s):

HOPKINS Daniel Richard,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9722066 A1 19970619

Application: WO 96US20879 19961213 (PCT/WO US9620879)

Priority Application: US 959290 19951215

Designated States: AL AM AT AU AZ BB BG BR BY CA CH CN CZ DE DK EE ES FI GB

GE HU IL IS JP KE KG KP KR KZ LK LR LS LT LU LV MD MG MK MN MW MX NO NZ

PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US UZ VN KE LS MW SD SZ UG

AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL

PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD TG

Main International Patent Class: **G06F-017/21**

Publication Language: English

Fulltext Availability:

Detailed Description

Claims

Fulltext Word Count: 11990

English Abstract

A computer implemented method for presenting vendor advertising information to a user of a computer system (100). The advertising information (404, 406) is presented to the user as a multimedia presentation including text, graphics, audio, and video information. The advertising information is searchable by the user according to any of several indices (500) including: name (1110), address(1116), phone number (1122), location (1010), category of commerce (1312), etc. Vendors may select a locked, preferred position for their advertising information. Additionally, vendors may select to lock their position by alphanumeric sorting (500) with other vendors in the selected geographic area and/or category of commerce. Otherwise, all non-fixed position ads in a particular category of commerce are rotated each time the corresponding category is selected by the user. The method facilitates selection of a vendor nearest the user's location (1016). Keying information is maintained to account for the usage of each advertisement on each user's computer system for reporting to the vendors. An HTML document and an associated browser program, implemented on the user's computer system, are used to implement the method.

French Abstract

L'invention concerne un procede informatique permettant de presenter des informations publicitaires de vendeurs a l'utilisateur d'un systeme informatique (100). Ces informations publicitaires (404, 406) sont

presentees a l'utilisateur sous forme de presentation multimedia comprenant des informations textuelles, graphiques, audio et video. L'utilisateur peut les rechercher en fonction d'un ou plusieurs des index (500) suivants: le nom (1110), l'adresse (1116), le numero de telephone (1122), le lieu (1010), la categorie de commerce (1312), etc. Les vendeurs peuvent selectionner un emplacement prefere qui est bloque, pour leurs informations publicitaires. De plus, les vendeurs peuvent choisir de bloquer leur emplacement par tri alphanumerique (500) conjointement avec d'autres vendeurs situes dans la zone geographique et/ou categorie de commerce selectionnees. Autrement, on fait tourner toutes les annonces a des emplacements non fixes dans une categorie de commerce particuliere a chaque fois que la categorie correspondante est choisie par l'utilisateur. Ledit procede facilite la selection du vendeur le plus proche du lieu (1016) de l'utilisateur. Des informations de chiffrage sont maintenues pour justifier l'utilisation de chaque annonce sur chaque systeme informatique utilisateur et en faire part au vendeur. Un document HTML (Hypertext Markup Language) et un programme de survol exploitable sur le systeme informatique de l'utilisateur sont utilises pour mettre en oeuvre ledit procede.

Main International Patent Class: G06F-017/21

Fulltext Availability:

Detailed Description

Detailed Description

The management system as well as a collection of structured Hypertext Markup Language (HTML) documents. The HTML documents may be considered a database as the term is utilized herein in the sense that they contain both the advertising information and associated data structures utilized in searching the advertising information.

In addition to presentation of vendor advertising information, the present system includes features to generate a graphical map and associated textual directions to the 5 vendors location from the user's location. Other information includes special promotional offers. (such as coupons) which may be printed by the user for redemption at the vendor's location. The number of times a coupon may be printed may be limited to a fixed number if so desired by the vendor.

FIG. 1 is a block diagram of an exemplary...

File 275:Gale Group Computer DB(TM) 1983-2004/Feb 05
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File 16:Gale Group PROMT(R) 1990-2004/Feb 05
(c) 2004 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
(c) 1999 The Gale Group
File 148:Gale Group Trade & Industry DB 1976-2004/Feb 05
(c)2004 The Gale Group
File 624:McGraw-Hill Publications 1985-2004/Feb 05
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File 15:ABI/Inform(R) 1971-2004/Feb 05
(c) 2004 ProQuest Info&Learning
File 647:CMP Computer Fulltext 1988-2004/Jan W4
(c) 2004 CMP Media, LLC
File 674:Computer News Fulltext 1989-2004/Jan W4
(c) 2004 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2004/Jan 15
(c) 2004 The Dialog Corp.
File 369:New Scientist 1994-2004/Jan W4
(c) 2004 Reed Business Information Ltd.
File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire
File 610:Business Wire 1999-2004/Feb 05
(c) 2004 Business Wire.

Set	Items	Description
S1	4304953	AD OR ADS OR ADVERTIS??? OR ADVERTISEMENT? ? OR BANNER? ? - OR PROMOTION? OR COUPON? ?
S2	6848972	KEYWORD? ? OR WORD? ? OR TERM? ? OR TERMINOLOGY OR PHRASE? ?
S3	8373208	PROFILE? ? OR PREFERENCE? ? OR ATTRIBUTE? ? OR BACKGROUND - OR INTEREST? ? OR AGE OR GENDER OR LOCATION OR CHARACTERISTIC? ? OR TRAIT? ? OR HOBBY OR HOBBIES
S4	761671	S3(5N)(USER? ? OR CUSTOMER? ? OR CONSUMER? ? OR PERSON? ? - OR INDIVIDUAL? ? OR EMPLOYEE? ? OR ENTITY OR ENTITIES OR STUD- ENT? ? OR SOMEONE OR SUBSCRIBER? ? OR VISITOR? ? OR GUEST? ?)
S5	567479	SEARCH?(3N)(ENGINE? ? OR SITE? ? OR PAGE? ? OR WEBSITE? ? - OR WEBPAGE? ?) OR PORTAL? ? OR (INTERNET OR WEB OR ONLINE) (1W-)DIRECTOR???
S6	463	S1(30N)S2(30N)S4(30N)S5
S7	237	RD (unique items)
S8	82	S7 NOT PD>19990414
S9	263	S1(20N)S2(20N)S4(20N)S5
S10	53	S8 AND S9
S11	29	S8 NOT S10

. 10/9/2 (Item 2 from file: 275)
DIALOG(R) File 275:Gale Group Computer DB(TM)
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02180999 SUPPLIER NUMBER: 20738178 (THIS IS THE FULL TEXT)
Internet offers personal touch for consumers. (personal services increasing for Web users) (Internet/Web/Online Service Information)
Moody, Glyn
Computer Weekly, p38(1)
May 7, 1998
ISSN: 0010-4787 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 534 LINE COUNT: 00045

TEXT:

There are more and more products available for Web users looking for personal services

As stated in last week's Getting Wired, Microsoft's purchase of Firefly may have been about acquiring XML skills and detaching an ally from Netscape.

But it is also symptomatic of a general surge of interest in the area of personalisation through profiles, one of Firefly's strengths.

Of course, personalisation is nothing new. Most top Web sites ask you to register so that they can track where you go, and perhaps to allow them to change the content that you view, or at least the banner ads that are displayed.

Many employ cookies to hold information between sessions (see www.netscape.com/newsref/std/cookie_spec.html), and exploit this in conjunction with a database linked to the Web server.

Even these simple approaches allow impressive kinds of personalisation. For example, it is common for the so-called portal or hub sites to allow you to sculpt your own version of their service.

Yahoo has My Yahoo (at <http://my.yahoo.com/>), Excite has opted to make its entire opening page customisable (at www.excite.com/), and the US version of Lycos has introduced a similar service (see <http://personal.lycos.com/>).

These same hubs also modify the ads you see, for example on the basis of the keywords you have submitted to their search engines.

But compared with the highly customisable news content that is available, such rough and ready modifications could be refined considerably through the use of more detailed user profiles.

New niche

Where portals use personalisation in the sphere of content, sites with something to sell apply it to the area of commerce. It is a reflection of the growth of this market that several software companies now offer products that enable such E-commerce to be conducted on a one-to-one, personalised basis.

This is the new niche in which Firefly is one of the main players. A good example of how its products are applied can be found at online bookseller Barnes and Noble (www.barnesandnoble.com/). Here you can receive recommendations as to what you might like to read, based on the profile that you create when you register.

An even better approach is offered by Barnes and Noble's rival, Amazon.com (www.amazon.com/). This has some recommendations at www.amazon.com/exec/obidos/recommendations-center/, one of which is based on the GroupLens technology from Net Perceptions (see www.netperceptions.com/), another major player in the field of personalisation.

Community

If personalisation is common for content and commerce, it seems not to have been taken up by major sites in another obvious area: community. Here profiles would allow users to find like-minded people among the visitors to a given site, either to chat with online or even to meet for specific purposes.

An obvious way of addressing personalisation needs is through push, whereby customised information is sent directly to the user.

However, as previous Getting Wired features have emphasised, push has failed to live up to its hype and has been an inefficient way of supplying such data. But this does not mean the idea is without hope.

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DESCRIPTORS: Internet/Web Overview

FILE SEGMENT: CD File 275

?

PLEASE ENTER A COMMAND OR BE LOGGED OFF IN 5 MINUTES

?t/9/34

10/9/34 (Item 2 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications

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00763986

A TURBOCHARGED WEB SEARCHER

Business Week June 3, 1996; Pg 108H; Number 3478

Journal Code: BW ISSN: 0007-7135

Section Heading: Bits & Bytes

Word Count: 213

BYLINE:

EDITED BY PAUL M. ENG

By John Verity

TEXT:

THE BATTLE OF THE World Wide Web **search engines** --public, ad-supported directories of the Web's vast contents--continues. The newest entry: a system called HotBot, made available by HotWired, an online site (www.hotwired.com) operated by Wired magazine.

As with competing **search engines**, such as Yahoo! and InfoSeek, HotWired plans to sell **advertisers** the ability to direct their pitches at selected classes of visitors. **Advertisers** will be able to target their messages not only according to the **keywords** that Net surfers type in but also by the **visitors' location**, type of computer, and other criteria.

Developed with help from Inktomi Corp., a technology-development company based in Berkeley, Calif., HotBot represents the commercialization of a research project at the University of California's Berkeley campus. Called Networks of Workstations (NOW), the project focuses on harnessing multiple high-performance computers to attack difficult problems in parallel. At its launch, the HotBot engine, using a collection of seven computers, will have indexed 50 million World Wide Web pages--twice as many, HotWired officials claim, as any competitor can offer. And, they say, the NOW technology will make it easy to add more computers so that the index can grow with the Web itself.

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COMPANY NAMES (DIALOG GENERATED): Called Networks ; Inktomi Corp ; University of California

?t/9/48,51

10/9/48 (Item 1 from file: 810)

DIALOG(R)File 810:Business Wire

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0968572 BW1211

MD IATLAS: iAtlas Corporation and Inktomi Create Technology Pact to Deliver Focused Business Searching

January 26, 1999

Byline: Business/Technology Editors

Dateline: LAUREL, Md.

Time: 05:39 PT

Word Count: 489

LAUREL, Md.--(BUSINESS WIRE)--Jan. 26, 1999--

Patent-Pending Software Technology Expected To Dramatically Streamline Searches for Internet Business Information

iAtlas Corporation announced today an agreement with Inktomi, the leading provider of Internet search infrastructure, in which iAtlas' cutting-edge InfoLens(TM) searching technology will be integrated with Inktomi's award-winning **search engine**. The technology partnership results in the first-ever ability to "power-search" the Web--allowing online searchers to easily and accurately locate sharply focused information about companies doing business on the Internet. The iAtlas service is designed for incorporation into **portals** and vertically-focused sites to facilitate the retrieval of pertinent information and significantly reduce the "information glut" associated with online searching--in turn, strengthening brand loyalty and boosting **banner ad** inventories.

iAtlas' InfoLens technology, powered by Inktomi's **search engine**, allows **portal** users to focus searches on specific, **user**-defined criteria such as geographic **location**, industry, company size and other traditional business information. For example, a user can search the Internet for the **phrase** "Jobs Available" - but limit the results of the inquiry to Web sites of law firms in the Washington, D.C. area with 100 employees or more.

"iAtlas provides us the added value of a unique filtering layer that divides the Internet by SIC code, geography and industry," said Paul Gauthier, chief technology officer at Inktomi. "The combination of this proprietary filtering capability with our **search engine** back-end delivers a compelling offering for business-focused searching."

"The open architecture of Inktomi's search engine made it easy to integrate the InfoLens," stated Jeffery Black, the founder, president and chief executive of iAtlas Corporation. "We are confident that this new agreement with Inktomi will jolt the evolving Internet search market--to the vast benefit of Internet users across the world."

"It is clear that innovative start-up companies are ready to make their mark in the Search Engine industry," said Carlos Camargo, senior market analyst at Collaborative Marketing in Los Altos, CA. "Deals such as the new agreement between Inktomi and iAtlas are destined to jolt this rapidly evolving market segment - to the vast benefit of Internet users across the world."

About iAtlas Corporation

The privately-held iAtlas Corporation (Laurel, MD) develops and licenses next-generation filtering technology to Internet Search Engines, online Yellow Page Directories and Portals. With the patent-pending InfoLens technology end-users can obtain sharply focused information about companies doing business on the Internet. iAtlas also caters to corporate sales and marketing departments by offering custom sales leads and marketing reports. For more information or for a demonstration of iAtlas' products and services, please visit the iAtlas Web site at www.iatlas.com.

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CONTACT: iAtlas Corporation

Eric Groves, 301/438-7180

eric.groves@iatlas.com

or

Sterling Hager, Inc.

Kristin Kane, 617/926-6665, ext. 248

kristin@sterlinghager.com

KEYWORD: MARYLAND

INDUSTRY KEYWORD: COMED COMPUTERS/ELECTRONICS TELECOMMUNICATIONS
INTERACTIVE/MULTIMEDIA/INTERNET

Today's News On The Net - Business Wire's full file on the Internet
with Hyperlinks to your home page.

URL: <http://www.businesswire.com>

>

0917669 BW0090

MATCHLOGIC: MatchLogic Introduces Intelligent Targeting Service

October 06, 1998

Ticker Symbol: XCIT

Byline: Business Editors/High Tech Writers

Dateline: WESTMINSTER, Colo.

Time: 06:03 PT

Word Count: 875

WESTMINSTER, Colo.--(BUSINESS WIRE)--Oct. 6, 1998--

TrueSelect allows marketers to target online **ads** to **consumers** based on **location**, demographics, **search engine keywords**, and behavior

MatchLogic, Inc., the leading integrated digital marketing services firm, today announced the introduction of TrueSelect, a new service that redefines intelligent targeting in the digital marketing space by providing advanced one-to-one anonymous customer targeting capabilities.

TrueSelect directs **banner ad** or daughter window content to specific users, so a company can focus an online **ad** campaign on precisely the audience it desires. Four unique types of information are collected to learn about **users** - **location**, demographics, **search engine keywords**, and browsing preferences.

"Intelligent targeting does not exist without measurement. It's more than using the latest, hot software. You've got to have better data in the software to begin with," said Steve Willett, MatchLogic's Director of Advanced Targeting. "With TrueSelect, we collect and process extensive information describing Internet users so our **advertisers** know who's out there and what kind of **ads** they want to see. Then, we provide precisely the right message to the right audience at the right time - a marketing service which is unique to the online space."

For example, an automobile company is planning an online campaign to advertise its new sports utility vehicle. Its studies show that one demographic most likely to be interested in such a car is an upper-middle class male in his mid 30s living in the Northeast. The company also knows that fans of rock music and skiing are more likely to be sports utility customers. By having MatchLogic deliver the advertisements online via TrueSelect, the auto manufacturer can ensure its sports utility vehicles campaign is being delivered efficiently and directly to the target audience.

"TrueSelect has given us insight into who our real audience is," said Marc Wheeler, vice president of marketing and merchandising at BrainPlay, a vendor of children's software, videos and other products over the Internet. "This insight is helping us to redefine our message to enhance sales."

How TrueSelect Works

MatchLogic's TrueSelect product supports four types of anonymous targeting:

Geographic - Information about an individual user's location, based on their Internet Provider address.

Demographic - Information such as gender, age, income, presence of children, marital status, and education, obtained from user registrations or opt-in mailing lists.

Virtual Keywords - Keywords entered into a search engine are recorded and processed to determine what a user's interests are.

Intender (behavioral) Targeting - MatchLogic works with its clients to model and build specific profiles of online behavior. When users carry out any of several pre-defined activities on client sites, such as clicking certain icons or visiting certain pages, the behavior is flagged and used to determine what the user's interests are.

Anonymous behavioral information is processed offline by a

variety of advanced modeling technologies, and used to form a comprehensive database of user profiles, each assigned an anonymous code number. When this "anonymous profile" is used in conjunction with advertiser data, MatchLogic can determine precisely which users would be interested in any particular advertisement. This approach allows MatchLogic to statistically quantify the quality of each piece of user information.

Thus, when users visit any of MatchLogic's client network of nearly 1,000 sites Web-wide, they see advertisements from these clients only if the user meets pre-specified criteria. By virtually eliminating ads that are not of interest to them, TrueSelect actually enhances the Web surfing experience of individuals.

In addition, TrueSelect can be used in conjunction with MatchLogic's TruEffect tracking service, which reports sales and conversion rates beyond the click through. Thus, advertisers can reap the benefits of a true ROI measurement package, with MatchLogic acting as a single reporting source throughout the entire process - a central process focused on delivering business results, conserving advertising dollars, and enriching consumer's online experiences.

For additional information regarding digital marketing, contact Drew Ianni, analyst in the Online Advertising group at Jupiter Communications LLC.: 212-780-6060 ext. 187.

About MatchLogic

MatchLogic Inc., an independent subsidiary of Excite, Inc. (NASDAQ: XCIT), offers a full range of integrated marketing services that enable advertisers and their agencies to quickly and easily orchestrate entire Internet advertising campaigns. Advertisers can outsource the management of their campaigns and digital databases to one company that offers everything from strategic consulting to ad and e-mail serving to near real-time performance tracking. Top management of MatchLogic is made up of executives from a diverse group of media, marketing database and high-tech companies, including Bell Labs, National Demographics and Lifestyles, dbINTELLECT, Softbank Interactive marketing, The Polk Company, Nielsen Marketing research and EDS. MatchLogic is a Premiere Partner and founding member of TRUSTe (www.truste.org), a leading organization dedicated toward improved privacy and commerce on the Internet. MatchLogic is also a member of the World Wide Web Consortium (W3C), an organization tasked with developing standards on the Internet. MatchLogic maintains strict privacy policies verified by a 1998 Ernst & Young audit, and never divulges a consumer's personal information without that individual's express permission.

10/3,K/1 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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02286235 SUPPLIER NUMBER: 54332415 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Keyword ad sales. (Web search engines) (Internet/Web/Online Service Information)
Computer Weekly, 42(1)
April 1, 1999
ISSN: 0010-4787 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 292 LINE COUNT: 00024

Web search engines are a case in point. These by-now indispensable elements of online life derive nearly all their income from **banner ads**. Some of these are sold independently of who visitors are and what they are seeking on the home page, for instance -- but elsewhere there is plenty of scope for something more subtle.

For example, on the pages displaying the results of a Web search, the search **terms** employed give valuable clues as to at least the current **interests** of the **visitor** (otherwise they would not be searching for that **phrase**).

A shrewd move, therefore, is to arrange for **banner ads** that are relevant in some way to be displayed along with the search results. Indeed, this approach is so effective that **search engine** companies can sell such targeted **ads** at a higher rate than those that will appear anywhere.

However, there can be a problem with these **keyword ad sales**, as they are called. If users enter generic **terms** such as books, say, it is quite appropriate if Amazon.com or Barnes & Noble choose to pay for a banner ad.

But if, in this example, a user enters one of these corporate names as a search **term**, should the rival firm be allowed to buy an advertising position alongside the results relating to its competitor?

This is just one of many tricky...

10/3,K/2 (Item 2 from file: 275)
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02180999 SUPPLIER NUMBER: 20738178 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Internet offers personal touch for consumers. (personal services increasing for Web users) (Internet/Web/Online Service Information)
Moody, Glyn
Computer Weekly, p38(1)
May 7, 1998
ISSN: 0010-4787 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 534 LINE COUNT: 00045

... www.excite.com/), and the US version of Lycos has introduced a similar service (see <http://personal.lycos.com/>).

These same hubs also modify the **ads** you see, for example on the basis of the **keywords** you have submitted to their **search engines**.

But compared with the highly customisable news content that is available, such rough and ready modifications could be refined considerably through the use of more detailed **user profiles**.

New niche

Where **portals** use personalisation in the sphere of content, sites with something to sell apply it to the area of commerce. It is a reflection of the...

10/3,K/3 (Item 3 from file: 275)
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02067808 SUPPLIER NUMBER: 19399124 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Study: Web buyers come with intention of making purchase. (ViaWeb) (Company Business and Marketing)

April 8, 1997

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 591 LINE COUNT: 00048

TEXT:

...the generic term "gifts." Impulse buys were characterized by 32 shoppers who searched for a related topic; 19 conducted a random impulse buy with **keywords** playing no part; and eight who were searching for the name of another product. The majority of merchants using the Viaweb platform are targeting consumers...

...being the most popular. Via web merchants process more than 2.3 million page views per month. They Will Buy, But . . . Going to a Web **site**, or even **searching** for a particular product seems to be a calculated act; few Web users are diverted enough from their present activity to go through the process of sending their credit card online. The Viaweb study suggests that retailers need to carefully consider how they **advertise** in order to draw traffic to their **site**. **Search engine keywords** appear to be one of the more successful means of attracting new buyers. Despite growing **interest** in electronic commerce, most **consumers** don't yet know what is available online, and they will fall back on the **search engines** to help them make their choices. Viaweb Hopes For License Revenue Viaweb has entered a service called LiveStore since early 1996, which enables merchants to...

10/3,K/4 (Item 4 from file: 275)

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02055214 SUPPLIER NUMBER: 19208006 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Chat applications and services: community as content. (includes related interview with 16-year old chat room user) (Internet/Web/Online Service Information)

Ubois, Jeff

Digital Media, v6, n7, p3(7)

Feb, 1997

ISSN: 1056-7038 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 4405 LINE COUNT: 00349

... I/PRO, for example, found that average session lengths on WebChat's service were four times longer than for any other I/PRO monitored site.

Ads can be presented continuously. Because the running dialog needs only a part of the screen, **ads** can be inserted on a frequent basis and they occupy a larger area than typical **ad - banners**.

Chat room topics are at least as good for matching **user interest** as **search engine keywords**, and allow for more interaction with potential customers. "It's creating segmented communities better than those based on demographics, which are a proxy for what people are really thinking, or those based on **search - engine keywords**," Friedman said. Since joining a chat is a public act, there's less concern among participants that their privacy is violated by **advertisers** targeting them.

...

10/3,K/5 (Item 5 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

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02045524 SUPPLIER NUMBER: 19208035

A personalized Web. (Web Watch) (Internet/Web/Online Service Information)

Robertson, Neil

Internet World, v8, n4, p32(2)

April, 1997

ISSN: 1064-3923 LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT: Web sites are becoming increasingly interactive, with content often customized according to **user preferences** or **profile**. Many Web sites ask for demographic information and **user areas of interest** in order to deliver specialized content. Custom online news services range from MIT's Media Labs' FishWrap to commercial services such as NewsPage and CNet News. My Yahoo, supported by advertising, delivers a range of personalized information, from news to stock quotes to selections from Yahoo **search engines**. All major **search engines** use **search** keywords to not only deliver content but also appropriate advertising. Software is being developed that will generate **user profiles** on the server, which can then provide targeted content. Stored **user profiles** are also used by people-matching services, **advertisers**, and companies like Firefly, which uses surfing patterns to develop a **user preferences** profile and supplies advanced content delivery services. Agent technology has its dangers in that large amounts of information can be collected about users without their...

10/3,K/6 (Item 6 from file: 275)
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01965421 SUPPLIER NUMBER: 18544816
Surfing the Internet. (reasons for exploiting the Internet now and ways to do it) (Internet/Web/Online Service Information)
Goldberg, Gabriel
Enterprise Systems Journal, v11, n7, p44(6)
July, 1996
ISSN: 1053-6566 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3197 LINE COUNT: 00277

... on-line.

As Web sites and home pages proliferate, it becomes a daunting task to locate useful resources. A mini-industry has arisen creating Web **search engines**, some provided in the public **interest** by **individuals** and organizations, and others supported by **advertising** or similar commercial revenue. The Yahoo search service (<http://www.yahoo.com>), initially operated as a **hobby** by two Stanford University graduate **students**, is now operated as a well-funded, commercially supported business. Searches can be performed looking for arbitrary **keywords** or by probing predefined information categories:

On-Line Services

While the Internet has traditionally been esoteric, academic and research-oriented, and suitable for technical users...

10/3,K/7 (Item 7 from file: 275)
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01918798 SUPPLIER NUMBER: 18138103 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Online job hunts, with CText ads plus agents. (CText's CareerSite Web-based job placement service) (Company Business and Marketing)
Seybold Report on Publishing Systems, v25, n12, p8(3)
March 26, 1996
ISSN: 0736-7260 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1214 LINE COUNT: 00098

CText is promoting the service as a way for newspapers to start earning revenue now from Internet **advertising**.

CareerSite. The first application of Virtual Resources technology is CareerSite, an interactive service on the Web that pairs job seekers with job opportunities. Intelligent agents automatically search, sort and deliver relevant documents that match the **user's** personal search **preferences**.

Unlike traditional **keyword search engines**, CareerSite uses concept-based searching to help users find what they are looking for regardless of differences in **terminology**. With this method, for example,

an applicant referring to himself as a "programmer" could nonetheless be connected with an employer seeking a "software developer."

Relevance...

10/3,K/8 (Item 8 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
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01897602 SUPPLIER NUMBER: 17936937
What hath Yahoo wrought? (Yahoo!'s Internet/Web search engine) (Company
Business and Marketing)
Verity, John W.
Business Week, n3462, p88(3)
Feb 12, 1996
ISSN: 0007-7135 LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT: Yahoo!'s popular Web **search engine**, used to find specific content in the Web's dizzying array of information and to create **Web directories**, has pushed the company to the front of the Web indexing services market. Yahoo! and its rivals profit by selling directory space to **advertisers** who are eager to put their client's names in front of millions of Internet users. Yahoo! claims one million people use its directory every day. **Advertisers** can establish a **profile** of a Web **consumer** based on the **keywords** and categories entered while accessing the Yahoo! site. The indexing services market is evolving into a commercial environment in which the services must establish themselves...

10/3,K/9 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod. Annou. (R)
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01723456 Supplier Number: 53065169 (USE FORMAT 7 FOR FULLTEXT)
Net Perceptions Delivers Realtime Personalization Product For Internet Ad
Targeting.
PR Newswire, p5411
Oct 7, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1117

... Personalization has become an important technology that allows businesses to improve both sales and service relationships with on-line customers. Net Perceptions' entry into the **ad targeting** arena is significant because now companies can work with a single, reliable technology supplier to meet all of their online recommendation and personalization needs," said Mark Peabody, a Research Analyst with Aberdeen Group, Inc.

Key Features:

Measurable **ad targeting** improvements in days. The software installs

minutes and can be deployed from within the framework of most leading **ad server** platforms in less than 24 hours without special technical training.

-- Realtime Learning: Net Perceptions for **Ad Targeting**
automatically

starts learning about each site **visitor 's interests** and tastes from the

first visit and keeps learning with every repeat visit. Tracked variables include Recency/Frequency, Behavioral Information, Page

12, Time of Day, Demographic Information, **Keywords** entered in the **search**

engine and other categorical information. As a result, **ad targeting**

becomes increasingly intelligent over time.

-- Staged recommendation model: Deploys different **ad targeting**

technologies at different times, automatically compensating for low levels of information about new site visitors then dynamically adjusting to leverage increased levels of information about each visitor 's interests and tastes.
-- Powered by Neural: Features the exclusive Internet implementation of the neural network, fuzzy logic and genetic algorithm technologies developed by Neural Applications Corporation, experts in applying these state-of-the-art learning technologies to intelligent ad targeting.
-- Easy integration with ad server platforms -- Deployable from within the framework of most leading Internet ad serving platforms, reducing deployment costs to a record low for real-time ad...

10/3,K/10 (Item 2 from file: 621)
IALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01612229 Supplier Number: 48312039 (USE FORMAT 7 FOR FULLTEXT)
net.Genesis Announces Major Upgrade to Web Site Analysis Software
PR Newswire, p0223NEM034
Feb 23, 1998
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1117

... Forms -- KeyValue Analysis can correlate information people submit in online forms with their behavior on the site to take full advantage of information about a visitor 's identity and preferences .
-- Search Engines -- By analyzing search engine keywords , KeyValue Analysis discloses the specific content that people come to a site to find.
-- Online Advertising Click-thru's -- KeyValue Analysis can identify referrals from a specific advertisement , including the site and page on which the referring advertisement resides.
-- Template Driven Sites -- KeyValue Analysis can report on dynamic content for sites using advanced technologies such as Allaire's Cold Fusion, Netscape's Live...

10/3,K/11 (Item 3 from file: 621)
IALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01578467 Supplier Number: 48040077 (USE FORMAT 7 FOR FULLTEXT)
108 Years of National Geographic Magazine Captured in CD-ROM Collection.
Business Wire, pl0090100
Oct 9, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1180

... Whether for school projects, research, adventure planning, or personal interest, finding specific articles, topics, and images is easy with The Complete National Geographic's powerful search engine .
Simultaneously search 108 years of National Geographic's reporting -- a total of more than 185,000 printed pages and over 1,200 issues of the magazine -- from any of the 30 CD-ROMs included in the collection. The program directs users to each article's location . Search on a number of criteria:
-- Date, issue, or cover -- Subject (topic, title, or key word) -- Explorer, writer, or photographer -- Advertiser -- Photograph or map
When an article is selected, the program highlights related topics and contributors to extend the search . You can print pages in color or black and white, or bookmark articles you want to return to later.

Keep track of your search with an "articles viewed" feature...

10/3,K/12 (Item 4 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
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01507890 Supplier Number: 47232189 (USE FORMAT 7 FOR FULLTEXT)
ClickOver Inc. introduces ClickWise, the first intelligent,
high-performance ad management system for electronic advertising; Ease of
use and installation, flexibility, and scalable pricing make efficient ad
management, targeting and real-time accountability widely accessible.
Business Wire, p03241093
March 24, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 915

... my staff to use their time more efficiently and productively and
also helped improve the performance of our Web servers." -0- Key Features
-- Real-Time Ad Prioritization for Maximizing Inventory -- Upon each
request for an ad, the ClickWise Ad Prioritizer considers all information
available about a user and the performance of each ad against its
contractual obligations and determines the highest-scoring or "best" ad .
By utilizing dynamic ad scoring, ClickWise automatically optimizes
available inventory, satisfies the targeting needs of advertisers , and
prevents both underdelivery and overdelivery of ads .
-- Advanced Ad Targeting -- With simple point and click steps, users
of ClickWise can target ads by any combination of the following: page
groupings, day of week, hour of day, search engine search terms ,
size of ad , competitive ads that might show up on the same page, and a
user's domain name, operating system, and browser type. ClickWise also
supports "excludes," "exclusives," and...

...incorporates a modular design that allows users to incorporate
additional targeting dimensions, usually without writing any code, by using
the ClickWise Plug-In Construction Kit. User registration data, cookies
and psychographic/ preference profiles can be utilized for ad targeting
purposes. ClickWise customers can also use the ClickWise Targeting API to
create targeting modules specific to their objectives.

-- Real-Time Ad Performance Reports -- ClickWise tracks and reports
all statistics critical for determining ad performance, including ad
insertions, impressions, click-thrus and yield (click-thrus divided by...

10/3,K/13 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

04568138 Supplier Number: 58371025 (USE FORMAT 7 FOR FULLTEXT)
First USA issues cards on broadcast.com.
Cards International, p7
Nov 11, 1998
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 130

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

WEB PORTAL broadcast.com has agreed to advertise and market First USA
credit cards exclusively on its Web site. First USA will implement a
fully-integrated marketing programme on broadcast.com to sign up new
cardholders and will target users through special interest -related
audio and video programming. Terms were not disclosed but broadcast.com
said the amount could run into millions if the agreement ran its expected
term .

10/3,K/14 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

03591427 Supplier Number: 47434460 (USE FORMAT 7 FOR FULLTEXT)
**ALTAVISTA: AltaVista signs agreement with Spain's Telefonica to provide
mirrorsite for Iberian Peninsula and Latin America**
M2 Presswire, pN/A
June 2, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 1080

... of the countries they cover.

Advertisers sign up to AltaVista AltaVista Internet Software, Inc has also announced that over 200 firms have signed agreements to **advertise** on the AltaVista Search site on the World Wide Web in the first 90 days since the service began accepting ads in 19 December 1996...

...don't surprised to see the fast buy-in among advertisers. Advertisers "where the money is," said Kathryn Hale, principal analyst at Dataquest.

"Our **keyword advertising** programme on AltaVista has proven to be a tremendous success in not only generating high click through rates, but even more importantly, it has led to a number of individuals actually purchasing our life insurance online," said Raj Vaswani, Interactive marketing manager for Allstate Insurance.

"By delivering our **advertising** message when someone enters the key **phrase** "life insurance," we are engaging the user when they are seeking information and will be the most responsive to our message," concluded Vaswani.

" **Advertisers** have access to many times the **keyword** inventory on the AltaVista **Search site** as our nearest competitor. This enables very focussed **advertising** targeted to a **user's** specific **interest**," said Ilene H. Lang, president and CEO of AltaVista Internet Software, Inc. "The advantage of focussed **advertising** compared to general profiling is a distinct plus for our **advertisers**."

DoubleClick, AltaVista's **advertising** partner, incorporates its proprietary, state-of-the-art DART technology and media expertise to offer customised, relevant **advertising** to AltaVista users. "AltaVista's large reach, sophisticated technology, established user base and recognisable brand have made the site highly attractive to a full spectrum of **advertisers**, including Microsoft and Ziff-Davis," said Kevin O'Connor, president and CEO of DoubleClick. "We're also certain that this overwhelming interest will continue, particularly..."

10/3,K/15 (Item 3 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03336638 Supplier Number: 46858086 (USE FORMAT 7 FOR FULLTEXT)
WORLD WIDE WEB SEARCH ENGINES: INKTOMI CORPORATION
Online Libraries & Microcomputers, v14, n11, pN/A
Nov 1, 1996
Language: English Record Type: Fulltext
Document Type: Newsletter; Professional Trade
Word Count: 1581

... purchase and operate than mini or mainframes of comparable computing power. These devices are also much more scalable with lower-cost components. Secondly, the HotBot **search engine** is built for higher performance using a multi-machine Informix database for tracking **user preference profiles** and parallel database queries. Each server uses SQL transactions and information is replicated for fault tolerance and speed. Mass customization is accomplished through the use...

...Inktomi has developed a new form of dynamic html that includes a server-side scripting language that generates html on the fly based on the

user profile and client browser information. Since the product also includes the ability to incorporate **advertising**, this customized interface will generate targeted **advertising** based on information known about the user.

Although most end-users will use the HotBot **search engine** from Inktomi (<http://www.hotbot.com>) for general web searching, the big market for companies such as this is to sell the entire technology package to companies for internal Intranets or others who need to develop customized applications for product marketing and sales. Since the Inktomi servers track **customer preferences**, **user** behavior and **advertising** accounts for the product can be used for complex data acquisition about a market and decision support.

Comparison of HotBot with other Web Search Solutions Aside from offering the usual **keyword searching** of indexed web **pages**, HotBot offers many interesting features. For example, users can do **phrase** searching, limit search queries to particular http addresses, limit searches by continent (or other types of domains such as .com, .edu., .org), limit **search** queries to html **pages** created within date ranges, and search for specific types of technology such as Java, Shockwave, UseNet, mailing lists, ActiveX, VRML, Netscape plugins and so forth...

10/3,K/16 (Item 4 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

03250188 Supplier Number: 46671358 (USE FORMAT 7 FOR FULLTEXT)
Building a virtual presence
Bank Marketing International, pN/A
Sept 1, 1996
Language: English Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 1442

... Customer demographics
The application form for opening an account has changed over time and shortened to make it easier to complete. A few questions cover **customer** information such as **age** and referral. Specifically, **word** of mouth leads to 23 percent of account openings, with the rest generated by print **advertising** and feature articles, online and Internet service providers, and online **ads** and **search engines**. The bank predominantly carries out online **advertising**, supported by some print **advertising**. It does not publicise its budget.

SFNB customers primarily come from high-tech, densely populated areas. These include its base of Georgia, California, New York, Florida, Texas and Massachusetts. The **customer profile** includes technology-aware **individuals**, business travellers, military personnel and students. Their average ages are 26 to 45 and many are homeowners with children, affluent with high deposit balances.

Receiving...

10/3,K/17 (Item 5 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03169262 Supplier Number: 46491725 (USE FORMAT 7 FOR FULLTEXT)
SKILLSEARCH: Hot new recruiting weapon
M2 Presswire, pN/A
June 25, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 449

... SkillSearch Corporation announces recruiting-links.com, a sophisticated Web site using relational database technology to provide direct links to career opportunities available at participating sponsor-advertisers.

recruiting-links.com is a relational database of employment links. It is designed for individuals who are looking for an easier way to locate potential employers who have job openings matching the **individual's interests**, abilities and qualifications. The SQL database technology allows much more specific searching than typical, less sophisticated, **search engines** or job **sites** on the Web, which usually only allow **keyword** or directory type searches. As a result, users are able to view only the career opportunities that meet all of their specific geographic, industry and...

10/3,K/18 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07355222 Supplier Number: 58400578 (USE FORMAT 7 FOR FULLTEXT)

NEW MEDIA.

Kavanagh, Michael
Marketing Week, v21, n43, p35
Dec 3, 1998
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 405

... was launched this week and will run through the Christmas period, allows users to choose from a range of books generated by the recipient's **interest** and relationship to the **customer**.

BT has launched a heavyweight "Choose BT" online campaign, to complement its existing "offline" **ad** campaign. It is aimed at encouraging former customers to return to BT from rival telecoms operators. The online media schedule, built around seven creative executions, includes a booking with Yahoo! to deliver 300,000 **banner** impressions selected by general placement and **keyword** searches.

British-focused Web **search engine searchUK** (www. **searchUK** .com) has added refinements to its service aimed at speeding up searches for relevant information on the site. A related **word** facility allows users to narrow their searches and improve the relevance of the results.

Volkswagen UK has launched a site to promote eventual sales of...

10/3,K/19 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06145244 Supplier Number: 53923116 (USE FORMAT 7 FOR FULLTEXT)

E-commerce blurs lines of integrity, but they still exist. (Amazon.com) (Company Business and Marketing)

Gruman, Galen
Internetworld, p37(1)
Feb 1, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 641

... to add editorial content to their operations. People trust it. That's why bookstores offer staff recommendations, hospitals and medical chains run feel-good advice **ads** on television, online computer stores provide generic how-to-decide stories and so many financial and real estate firms pump out informational newsletters.

But that strategy works only if customers believe the information to be independent.

Sure, you can fool buyers for a while. Indeed, some **search engines** have successfully sold their top results for specific searches, so you get a skewed response based on who paid to get in your face if you have certain **interests**. But wait till **consumers** realize that and stop trusting a major **search engine** or two.

Look at the questions that Walt Disney Co. has faced since acquiring the ABC and ESPN networks. The entertainment programs with thinly disguised

Disney World ads are merely annoying, but when ABC News gets questioned -- as it has been -- on whether it now pulls punches in its reporting, that causes long-term damage to its core value proposition. The Microsoft/NBC alliance that created the MSNBC cable channel and Web site raised similar concerns about its technology...

10/3,K/20 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06028543 Supplier Number: 53456424 (USE FORMAT 7 FOR FULLTEXT)
IMSI's New NetAccelerator V. 2 Deluxe Software Combines Power of Four Internet Utilities.

Business Wire, p0135

Oct 26, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 740

... Internet advertising blocker that is integrated with a program called OnTrack.(tm) The two programs work together to create a barrier against the download of ad text, graphics, pop-up windows, and banner ads on the Internet.

"By blocking web site advertising from being downloaded, AdsOff and OnTrack cut down on unwanted downloads that would otherwise hog the users' modem," Stern said. "AdsOff frees up the modem..."

...Sleuth(tm) from Prompt Software helps users gather, organize, analyze, and present the results of online searches effectively and efficiently. The program uses five powerful search engines

including Yahoo!(R) and Alta Vista,(R) to generate neatly cross-indexed results and summary abstracts of all pages found from selected key words and phrases .

-- Jackhammer(tm) works to penetrate busy web sites or FTP servers, operating in the background while users

move on to browse other sites. Once a connection is made, Jackhammer opens a separate browser and displays the web page or automatically downloads the

10/3,K/21 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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05922714 Supplier Number: 53158330 (USE FORMAT 7 FOR FULLTEXT)
IBM RELEASES JAVA TOOL FOR RICH BANNER ADS.

Advertising Age, pS40(1)

Oct 26, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 550

... deal to include RealNetworks' RealPlayer software in Netscape's Netscape Communicator 4.5 that was released last week .

It will be available through Netscape's portal site, Netcenter. RealPlayer allows users to view streaming audio and video.

MatchLogic to provide data for NetGravity

Ad management company MatchLogic, a subsidiary of Excite, said it will provide ad serving company NetGravity with consumer profiling data for NetGravity's Global Profile Service.

MatchLogic collects four types of information on users, including demographic, geographic, search - engine keywords and browsing preferences. NetGravity will use the information to provide advertisers

with anonymous **user profiles** to help them target their messages.

In other news

Avenue A Media will introduce TrueROI, an online **advertising** service that tracks return on investment. . . . Namestake.com is unveiling Bannerstake, a protection tool for brand names on the Web. . . . Giant Step will announce new...

10/3,K/22 (Item 5 from file: 16)

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05438517 Supplier Number: 48246834 (USE FORMAT 7 FOR FULLTEXT)

INTEL POWER

Sacharow, Anya

ADWEEK Southwest, pIQ13

Jan 26, 1998

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1171

... At the same time we were also poking fun at ourselves and getting across the idea that you should buy.'

Intel ran a flight of **banner ads** to drive traffic to its promotion. Fifteen different Web sites targeting families, gamers and the general-**interest PC user** were chosen, including Yahoo, Disney and Parent Soup. Intel also bought **search engine keywords** such as 'Pentium', 'Christmas' and 'holidays'. America Online, because of its mainstream consumer audience, was also a big component for the strategy. Intel ran **banners** on AOL with links to the holiday **promotion**, and AOL sold Intel's Bunny People dolls in its online store netMarket. Intel also ran six holiday-themed sponsorships on other sites - MTV, MPlayer...

10/3,K/23 (Item 6 from file: 16)

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04624943 Supplier Number: 46803611 (USE FORMAT 7 FOR FULLTEXT)

Oracle Previews Web Application Servers for Electronic Commerce Based On Network Computing Architecture

PR Newswire, p1015LATU053

Oct 15, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1465

... and support multiple payment processing options, order entry systems, and inventory management systems. Apollo also uses sophisticated database technology to track items selected by the **customer** and to maintain shopper **profiles**, allowing merchants to custom-tailor Web site content and special **promotions** or discounts based on **individual shopping preferences**. Additionally, **consumers** can perform extensive searches for items based on **keywords** and themes, and rank the relevancy of results through the use of Oracle ConText Option. Combined with Oracle WebServer and Oracle Universal Server, ConText Option is a powerful integrated **search engine** that uses linguistic technology to automatically search and summarize text stored in a database.

Oracle Payment Server to Enable Secure Internet Transactions
The Oracle Payment...

10/3,K/24 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
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04333360 Supplier Number: 46354993

Individual, Inc. - Company Report

Investext, pl-16

May 1, 1996

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...Leveraging the Internet's rapid adoption, Individual is among the first to offer its product line via the Net and to adopt a subscription- and **advertising** -based revenue model providing a product cost advantage. Near-term advantages center around 600 publications that provide content breadth and depth, as well as information relevancy. Individual's interface, which allows **users** to create a **profile** for receiving specific news topics, combined with its back-end **search engine**, increases the relevancy of the news it delivers. The emergence of Internet-base products will enable profitability by boosting gross margins, lowering acquisition costs and...

10/3,K/25 (Item 8 from file: 16)
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04051577 Supplier Number: 45893967 (USE FORMAT 7 FOR FULLTEXT)

Infoglut: New tools can help tame an ocean of data

InformationWeek, p30

Oct 30, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; General Trade

Word Count: 2575

... to create a well-organized file of bookmarks to track frequently visited sites. Users can also subscribe to list servers, which automatically deliver articles of **interest** directly to **users** ' electronic mailboxes.

Web **search engines** are becoming indispensable tools for navigating the Web. The user simply types in a few **words** that describe the topic of interest, and within seconds (or minutes, depending on line speeds), the **search engine** delivers a list of relevant hot sites that the user can visit with a single mouse click.

Most are supported by **advertising** and are free to the user. Popular Web **search engines** include Worm (<http://www.cs.colorado.edu/home/mcbryan/WWW.html>), Web Crawler (<http://webcrawler.cs.washington.edu/WebCrawler/WebQuery.html>), and W3 Search Engines...

10/3,K/26 (Item 9 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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04021584 Supplier Number: 45845529 (USE FORMAT 7 FOR FULLTEXT)

Web site search tools seek signers

Advertising Age, v0, n0, p26

Oct 9, 1995

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Tabloid; Trade

Word Count: 371

... View on the ZD Net World Wide Web site (<http://www.zdnet.com>) as a daily news source, and, eventually, a custom-marketing outlet for **advertisers**.

Over the past four months, approximately 70,000 users have registered on ZD Net, said Alan Phillips, Internet product manager for ZDI. He expects that number to climb as users sign on to Personal View to get customized daily news items from Ziff resources, PR Newswire and Business Wire.

Advertiser banners will appear on **search pages** related to a **user's interests**. Provided as added value for quarterly **advertisers** at first, ZDI plans to sell sponsorships of search topics and key **words**.

Competitor CMP Publications recently lowered key **word** sponsorship

prices for its TechWeb TechSearch service (<http://techweb.cmp.com>) to \$1,000 per month from \$3,000, said Mitchell York, managing director of...

10/3,K/27 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

10261799 SUPPLIER NUMBER: 20801914 (USE FORMAT 7 OR 9 FOR FULL TEXT)
On line not yet on target. (Wal-Mart Stores Inc.)
Bivens, Jackie
Discount Store News, v37, n11, p122(1)
June 8, 1998
ISSN: 0012-3587 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1058 LINE COUNT: 00084

... to expand its online assortment, it must be careful not to somehow get lost in the crowd. While it is able to attract plenty of **customers** to its stores through **location**, reputation, pricing and **advertising**, the same dynamics don't necessarily apply on the Web. More on-line marketing and **promotion** will have to be considered and invested in, including involvement with **portal** sites (points of entry for first-time on-line consumers).

In the meantime, Wal-Mart is continuing to take the long- **term** view. Having staked its Internet claim early and boldly, its pioneering approach has already put it far ahead of most of its competitors on the...

10/3,K/28 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

09942980 SUPPLIER NUMBER: 20051774 (USE FORMAT 7 OR 9 FOR FULL TEXT)
National Geographic magazine captured in a CD-ROM collection from
Mindscape.
Information Today, v14, n11, p21(1)
Dec, 1997
ISSN: 8755-6286 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 370 LINE COUNT: 00035

... pioneering trek to the North Pole, or an exploration of the secrets of the wild panda. Whether for school projects, research, adventure planning, or personal **interest**, **users** can find specific articles, topics, and images with The Complete National Geographic's powerful **search engine**. It enables users to search on a number of criteria:

- * Date, issue, or cover
- * Subject (topic, title, or **keyword**)
- * Explorer, writer, or photographer
- * **Advertiser**
- * Photograph or map

When an article is selected, the program highlights related topics and contributors to extend the search. The article can be printed or...

10/3,K/29 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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09133175 SUPPLIER NUMBER: 18870504 (USE FORMAT 7 OR 9 FOR FULL TEXT)
A seller's market? The quirks of Web inventory leave some sites with no more to offer. (World Wide Web) (The Good Agency Guide)
Taylor, Cathy
ADWEEK Eastern Edition, v37, n47, p1Q40(5)
Nov 18, 1996
ISSN: 0199-2864 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2274 LINE COUNT: 00174

TEXT:

The change began a few months ago. On-line media planners, used to selecting a few choice sites and buying **advertising banners** where they pleased, started to find something distressing going on as they made their fourth-quarter media plans. There were places on the Internet where...

...accustomed to picking and choosing his on-line media buys. "In the third quarter there were no inventory issues." The warning signs came on the **search engines**, which were probably the first on-line category to discover ways to target **ad banners** based on **consumer interests**. For more than a year, buyers have been able to purchase key **words**; if a user types the **word** "dogs" in a search, a **banner** selling dog food might appear at the top of the page. Highly targeted, such "**word buys**" became the first areas in on-line media to sell out, with popular Internet **advertising** categories, such as telecommunications and computers, suddenly unavailable.

10/3,K/30 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

08996877 SUPPLIER NUMBER: 18667218 (USE FORMAT 7 OR 9 FOR FULL TEXT)
New media: Web sites turn to traditional media to lure new surfers. (World Wide Web) (includes a related article on World Wide Web advertising)
Rich, Laura
ADWEEK Eastern Edition, v37, n37, p33(4)
Sep 9, 1996
ISSN: 0199-2864 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2402 LINE COUNT: 00189

... is not a household name by any means, yet golf enthusiasts with modems bookmark it on their browsers.

This brand was built without a major **advertising** strategy, but Golfweb did not attain its substantial audience and **advertisers** with a complacent build-it-and-they-will-come approach. **Banners** dropped on various sites around the Web have been GolfWeb's primary means for building traffic; GolfWeb targeted sites such as Investor's Edge and DBC in an effort to attract Internet **users** with **interests** in specific topics, according to Vieraitis.

During the Masters golf tournament in April, GolfWeb posted **advertising** on **search engines**; after surfers typed in the key **word** "masters," GolfWeb **banners** would appear. Up to 47 percent of the time, users chose the **banner** as an option, instead of the sites listed below, according to Vieraitis. That's an effective draw, given, say, the 2 percent response rate of a typical direct marketing campaign, according to the Direct Marketing Association.

Like GolfWeb, Starwave Corp. has mostly confined its paid **promotion** to the Web. Yet, later this year, this producer of several well-known Web sites will turn to traditional media to advertise its name.

"Most...

10/3,K/31 (Item 5 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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08744335 SUPPLIER NUMBER: 18383560 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Search engines strive for mindshare. (Internet search engines) (includes a related article on IBM's InfoMarket) (Interactive Age supplement)
(Internet/Web/Online Service Information)
Wilde, Candee
CommunicationsWeek, n614, pS1(2)
June 10, 1996
ISSN: 0746-8121 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 1548 LINE COUNT: 00131

ABSTRACT: The leading Internet **search engines** are DEC's Alta Vista, Excite Inc, IBM's InfoMarket, Infoseek Corp, Lycos Inc, the McKinley Group

Inc's Magellan, and Yahoo Corp. Most rely on **advertising** for their revenue, but Alta Vista and InfoMarket use a different model. Infoseek Chief Marketing Officer James Desrosier says the company is a content aggregator rather than a content creator; the company learns about **consumer preferences** by mediating between **consumers** and information providers, and it shares what it learns with **advertisers**. Excite's NetSearch service features **advertising banners** tied to key words or concepts, and its NetDirectory has more than 50,000 Web site reviews. The Magellan **online directory** uses a four-star rating system to identify the quality of information provided by a Web site. Yahoo's Yahoo! Web site is intended for...

10/3,K/32 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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08224371 SUPPLIER NUMBER: 17432990 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Infoglut; new tools can help tame an ocean of data.(tools for managing massive amounts of data)(includes related articles on Avon Products' data management, managing E-mail excesses) (Industry Trend or Event) (Cover Story)

Foley, John
InformationWeek, n551, p30(5)
Oct 30, 1995
DOCUMENT TYPE: Cover Story ISSN: 8750-6874 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 3168 LINE COUNT: 00257

... to create a well-organized file of bookmarks to track frequently visited sites. Users can also subscribe to list servers, which automatically deliver articles of **interest** directly to **users'** electronic mailboxes.

Web **search engines** are becoming indispensable tools for navigating the Web. The user simply types in a few **words** that describe the topic of interest, and within seconds (or minutes, depending on line speeds), the **search engine** delivers a list of relevant hot sites that the user can visit with a single mouse click.

Most are supported by **advertising** and are free to the user. Popular Web **search engines** include Worm (<http://www.cs.colorado.edu/home/mcbryan/WWW.html>), Web Crawler (<http://webcrawler.cs.washington.edu/WebCrawler/WebQuery.html>), and W3 Search Engines...

10/3,K/33 (Item 1 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
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00793094
THE EDUCATION OF A WEB SEARCHER
Business Week September 23, 1996; Pg 114; Number 3494
Journal Code: BW ISSN: 0007-7135
Section Heading: Special Report: ADVERTISING
Word Count: 377 *Full text available in Formats 5, 7 and 9*

BYLINE:
By Larry Armstrong

TEXT:
... the first to charge per impression, the way other ad media do. And it was the first search engine to sell ads linked to the **keywords** that surfers type in. If you search for 'diamond,' for example, the results will likely come back with an **ad** from a jeweler. InfoSeek charges **advertisers** \$20 per 1,000 impressions for regular pages; spots linked to **keywords** are \$50.

DETAILED DEMOGRAPHICS. Now, InfoSeek is further refining its technology to produce better searches and more targeted **ads**. It's using new software to

track where a cybersurfer goes. That helps predict what a consumer will want from the next search. In the process, InfoSeek gathers detailed demographic data from which it can build lists of **consumers** with specific **traits** --and charge **advertisers** a premium to reach them.

Eventually, InfoSeek will start looking less like a **search engine** and more like an intelligent clipping service, gathering information tailored to each consumer. It figures surfers might pay for more high-value data. And that...

10/3,K/34 (Item 2 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
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00763986

A TURBOCHARGED WEB SEARCHER

Business Week June 3, 1996; Pg 108H; Number 3478
Journal Code: BW ISSN: 0007-7135
Section Heading: Bits & Bytes
Word Count: 213 *Full text available in Formats 5, 7 and 9*

BYLINE:
EDITED BY PAUL M. ENG
By John Verity

TEXT:

THE BATTLE OF THE World Wide Web **search engines** --public, **ad** -supported directories of the Web's vast contents--continues. The newest entry: a system called HotBot, made available by HotWired, an online site (www.hotwired.com) operated by Wired magazine.

As with competing **search engines**, such as Yahoo! and InfoSeek, HotWired plans to sell **advertisers** the ability to direct their pitches at selected classes of visitors. **Advertisers** will be able to target their messages not only according to the **keywords** that Net surfers type in but also by the **visitors' location**, type of computer, and other criteria.

Developed with help from Inktomi Corp., a technology-development company based in Berkeley, Calif., HotBot represents the commercialization of...

10/3,K/35 (Item 3 from file: 624)
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0733948

WHAT HATH YAHOO WROUGHT?: The Web is red hot, but guides to it are even hotter

Business Week February 12, 1996; Pg 88; Number 3462
Journal Code: BW ISSN: 0007-7135
Section Heading: Information Processing: THE INTERNET
Word Count: 1,291 *Full text available in Formats 5, 7 and 9*

BYLINE:
BY JOHN W. VERITY IN NEW YORK, WITH BUREAU REPORTS

TEXT:

...companies plan to make their money. Only Yahoo says it's profitable, but the others are likely to follow it into the black quickly. Webwide **advertising** revenues will grow from about \$37 million last year to as much as \$700 million in 1998, according to market researcher Forrester Research Inc.

One major driver of that growth: On the Web, **advertisers** can pinpoint marketing messages to individual viewers instead of using the mass media's shotgun approach. Using software from FocaLink, Broadvision, or Net Gravity, a Web server can match the types of **ads** it shows each **visitor** to his or her specific **interests** or **consumer profile**. It might show a frequent traveller a series of airline **ads**, for instance.

Web- search engines , of course, are the ideal place to learn about a Web surfer's particular interests. Every time you visit an index site, you leave a trail of **keywords** and categories you select from lists of subjects. The **advertiser** may not learn your name but it can get a useful profile of who you are. For added revenue, the search companies can also collect masses of consumer data and sell it, in aggregated form, to **advertisers** and others.

Now, the race is on to build stronger brand names in what's shaping up as a hotly contested Web-searching market. At...

10/3,K/36 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01770500 04-21491

Changes on the electronic frontier: Growth and opportunity of the World-Wide Web

Takacs, Scott J; Freiden, Jon B
Journal of Marketing Theory & Practice v6n3 PP: 24-37 Summer 1998
ISSN: 1069-6679 JRNL CODE: MTP
WORD COUNT: 7132

...TEXT: interest is also an essential strategy for newer products (Belch and Belch 1995), which might find the Web to be a natural fit.

Web-based **promotions** also have the benefit of providing instant responses to requests for more information than traditional media. Electric Insurance Co. was able to drive insurance prospects to its Web site by carefully using **banner ads** on **search engines** ; they got a click through rate of 8 to 25%, indicating that a sizable fraction of people who saw the **ad** visited the site. About half of the visitors to the web site came from **banner ads** (**Advertising Age** 1998). The Web also enables **customers** to gain as little or as much product information as they like: the 75% or more of **customers** with no **interest** in Electric Insurance Company were only briefly interrupted, reducing the danger of wearout. Companies with a Web site vary considerably in **terms** of size and location. For example, you can easily find a home page of gigantic companies that operate internationally, such as IBM and Microsoft (IBM...

10/3,K/37 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01633432 02-84421

Netscape Stock Gets A Brief Boost From Excite

Dalton, Gregory
Informationweek n681 PP: 160 May 11, 1998
ISSN: 8750-6874 JRNL CODE: IWK
WORD COUNT: 399

...TEXT: site will help shore up earnings while it struggles to establish itself as an enterprise software provider, but it isn't a solution to longer- **term** problems.

The deal calls for the companies to share technology, customers, and **advertising** revenue over the next two years. It brings Netscape closer to being a full-fledged Internet "**portal**," complete with its own **search engine** powered by Excite technology. Excite will also provide Netscape's Netcenter Web site with programming for channels focused on areas of **consumer interest** , such as autos, auctions, games, and sports.

Excite will pay Netscape \$70 million for a two-year guarantee that 25% of users who click on...

...will go to Excite. That will give Excite a bigger portion of traffic than the current arrangement, in which Netscape steers users toward Excite and

other **search engines** on a rotational basis. Netscape will license Excite technology to create a separate, cobranded **search engine** that will receive 25% of traffic during the first year and 50% during the second. The remaining traffic will be allocated to other search engines under separate deals that are expected to be renegotiated.

Excite will sell **advertising** for the cobranded search-engine site and share revenue with Netscape. Mike Homer, a Netscape executive VP, says **ad** revenue is expected to bring his company an additional \$30 million over two years.

"It's very good for Netscape," says Henry Blodget, an analyst...

10/3,K/38 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01622198 02-73187

Ask the experts

King, Karen N; Nims, Julia K
Nonprofit World v16n2 PP: 5-8 Mar/Apr 1998
ISSN: 8755-7614 JRNL CODE: NWR
WORD COUNT: 1952

...TEXT: finding useful information as well. The greatest growth of the Web has been in the commercial sector, translating into a profusion of sites devoted to **advertising**. Another growth area is in personal home pages, set up by **individuals** to discuss their **interests**. With the surge in these two types of Web pages, surfers find themselves wading through descriptions of hobbies and pictures of puppies while searching for that elusive fact or site.

There are services on the Web designed to help you find worthwhile information. These services, called Web **search engines**, explore part of the Web for a specific **term** or **phrase**. They then give you lists of **sites** that match the **search words**. Although these **search engines** can help locate some types of information, they aren't currently powerful or sophisticated enough to conduct efficient research. Often a simple search will retrieve...

10/3,K/39 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01541748 01-92736

A treasure hunt on the Internet

Insley, Richard C
ABA Bank Compliance v18n9 PP: 3-8 Sep/Oct 1997
ISSN: 0887-0187 JRNL CODE: BCP
WORD COUNT: 2969

...TEXT: which tend to be more user-friendly. A search for "Bank Secrecy Act," for example, may retrieve every reference to each of the three separate **words**, whether or not the information is about the BSA.

Therefore, be sure to set up your search so it finds the **phrase**, not the individual **words**. You may also wish to further limit the search so that it **MUST** also contain the **word** "FinCEN" and must **NOT** contain the **term** "seminar." Compound searches of this type help you weed out unwanted **advertisements** and focus on relevant material. Each **engine** offers special **search** features and capabilities. You'll have a favorite, but try them all.

Go to <http://www4.zdnet.com/pccomp/features/fea1096/sub2.html> for a good article on effective search techniques.
Finding People and Places

Sometimes you want to find a **person** or a **location**. Maybe it's a long-lost friend, or maybe you're responsible for geocoding addresses for Home Mortgage Disclosure Act (HMDA) and Community Reinvestment Act (CRA) purposes. Several specialized **search engines** help with locator tasks. One of the best locator engines, called "Bigfoot," is found at <http://www.bigfoot.com>.

If you know a person's...

10/3,K/40 (Item 5 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01477127 01-28115

My borrower has a web site--what do I do now?

Jenkins, Gerald L; Bieber, Karen Ruth
Secured Lender v53n4 PP: 22-28+ Jul/Aug 1997
ISSN: 0888-255X JRNL CODE: SCL
WORD COUNT: 3692

...TEXT: The most common model to make money on the Web is a site which offers a free useful service. A good example is a Web **search engine** (e.g., lycos.com, yahoo.com, altavista.digital.com). Any user who visits one of these sites can type in a **word** or a series of **words**, and the **search engine** will attempt to find the Web sites (called "hits") which are most interesting to the user.

Why would any businessperson offer this free service? The answer: **advertising** revenues. The owner (or "host") of the **search engine site** charges **advertisers** to place "**banners**" on each Web page. A **banner** is a graphic image placed at a strategic **location** on the **user's** computer screen. More users means higher **advertising** rates.

Increasing product awareness. This is especially common among computer hardware manufacturers and computer software producers. For example, a software producer may allow people visiting...

10/3,K/41 (Item 6 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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134651 99-84047

A seller's market?

Taylor, Cathy
Mediaweek v6n44 PP: IQ40-IQ44 Nov 18, 1996
ISSN: 1055-176X JRNL CODE: MEW
WORD COUNT: 2124

TEXT: The change began a few months ago. On-line media planners, used to selecting a few choice sites and buying **advertising banners** where they pleased, started to find something distressing going on as they made their fourth-quarter media plans. There were places on the Internet where...

...accustomed to picking and choosing his on-line media buys. "In the third quarter there were no inventory issues." The warning signs came on the **search engines**, which were probably the first on-line category to discover ways to target **ad banners** based on **consumer interests**. For more than a year, buyers have been able to purchase key **words**; if a user types the **word** "dogs" in a search, a **banner** selling dog food might appear at the top of the page. Highly targeted, such "**word buys**" became the first areas in on-line media to sell out, with popular Internet **advertising** categories, such as telecommunications and computers, suddenly unavailable.

While buyers such as Nardone quickly ordered their staffs to come up with a

Plan B, signs...

10/3,K/42 (Item 7 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01246685 98-96080

A survey of insurance industry and regulatory applications on the Internet

Gregory

Journal of Insurance Regulation v14n4 PP: 518-548 Summer 1996

ISSN: 0736-248X JRNL CODE: JIA

WORD COUNT: 10417

...TEXT: much more information intensive than other forms of insurance marketing. Better consumer information may allow more self-regulation through competition.

An essential difference between Web **advertising** and conventional media is that the insurer does not have to actively solicit to obtain interested parties. Consumers find the insurer's "home **page**" through sophisticated **search engines**, being listed on a directory, or **word** of mouth. Once the Web site is registered it is inherently open to **visitors** from any **location** at any time. Most Web pages on the Internet are available for browsing world wide. Thus, it is highly likely that the message of the...

10/3,K/43 (Item 8 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00851196 95-00588

Give your agency data it needs to survive

Obermayer, James

Marketing News v28n9 PP: 7 Apr 25, 1994

ISSN: 0025-3790 JRNL CODE: MNW

WORD COUNT: 673

...TEXT: have the chance to survive the accountability pressure cooker.

Sophisticated business and industrial marketers use a number of signposts to indicate the initial and long- **term** performance of a marketing communications program:

- * The number of raw inquiries (so far the only measurement most companies use).

- * The count of raw inquiries that...

...likely prospects.

- * Inquirer and prospect profiles (their needs, buying authority, budget, time frame for purchase, installed products, etc.).

- * The number of phone inquiries from an **ad**, direct mail campaign, etc.

- * Inquiry conversion-to-sales timetables (how long it takes for inquirers to buy).

- * Sales in dollars and units.

- * Conversion ratios by...

...sales derive from many sources besides marketing communications, such as referrals, past customers, and hard-core cold calling. But what salesperson wouldn't rather pursue **someone** who shows an **interest** and is qualified to buy?

Every inquiry that comes through the " **promotional portals** of entry" into the company--phone, fax, reader service cards, etc.--must be captured, indexed, profiled for potential, fed into the analytical data base and...

10/3,K/44 (Item 1 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
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01151279 CMP ACCESSION NUMBER: HPC19980201S0050
Express ways for routing traffic to your Web site (Working at Home-Tools for getting the job done)
David D. Busch
HOME PC, 1998, n 502, PG127
PUBLICATION DATE: 980201
JOURNAL CODE: HPC LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Personal Productivity
WORD COUNT: 1945

... Other enterprises may need a more targeted approach-say, copier repair or janitorial services. In that case, it may be more effective to do a **banner** exchange with complementary businesses, information sites, or even personal pages likely to be frequented by people who'd be specifically interested in your offering.

To locate likely **sites**, visit a **search engine** and enter **keywords** for related businesses that would be of **interest** to your own **customers**. For example, a self-publisher of books on home improvement could enter **keywords** such as interior design and handyman tips, or even specific items like roofing and rain gutters. Then e-mail the sites returned and offer to exchange **banner** links.

Even sites that have nothing to sell will rarely turn down a chance to increase their own traffic through an exchange. But to sweeten...

10/3,K/45 (Item 2 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2004 CMP Media, LLC. All rts. reserv.

01149021 CMP ACCESSION NUMBER: INW19971222S0031
Software Uncovers Demographic Data
Richard Karpinski
INTERNETWEEK, 1997, n 695, PG23
PUBLICATION DATE: 971222
JOURNAL CODE: INW LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Electronic Commerce
WORD COUNT: 426

... takes that a step further by using that data to predict key demographic information, such as age and gender.

"That's the kind of information **advertisers** have traditionally used to target their **advertising**," Leonard said. "For Web **advertisers**, it's been a challenge to understand and grasp just how powerful one-to-one **advertising** can be. This additional level of traditional demographic targeting improves their comfort level."

SelectCast does its work in real time, which enables the system to constantly fine-tune and update its **profiles** of **individual visitors**. The latest version also introduces more sophisticated reporting features, enabling ad planners to better tweak and target online campaigns.

Several Aptex customers have reported greatly improved click-through rates as a result of SelectCast targeting. Aptex's best-known customer is Infoseek. The **search engine** company has used the technology in its UltraMatch service, which is designed to improve ad targeting for its largest **advertisers**.

Microsoft ad agency Anderson & Lembke reports UltraMatch has delivered the goods. For ads touting Microsoft's Magic School Bus software, the agency was able to attain a 2.5-percent click-through rate

using **keyword** buys on Infoseek, 4 percent using topic directories and 9 percent using SelectCast-driven UltraMatch. A similar program for Microsoft's Expedia travel Web site recorded a 6 percent click-through rate on **keyword** buys, 8.5 percent on topic directories and 13 percent using UltraMatch, according to Brent Hall, interactive media planner at Anderson & Lembke.

While Aptex gets...

10/3,K/46 (Item 3 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2004 CMP Media, LLC. All rts. reserv.

01073121 CMP ACCESSION NUMBER: IWK19951030S0030
Managing Information - Infoglut - New tools can help tame an ocean of data
(Spotlight)
John Foley
INFORMATIONWEEK, 1995, n 551, PG30
PUBLICATION DATE: 951030
JOURNAL CODE: IWK LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Cover Story
WORD COUNT: 2264

... to create a well-organized file of bookmarks to track frequently visited sites. Users can also subscribe to list servers, which automatically deliver articles of **interest** directly to **users'** electronic mailboxes.

Web **search engines** are becoming indispensable tools for navigating the Web. The user simply types in a few **words** that describe the topic of interest, and within seconds (or minutes, depending on line speeds), the **search engine** delivers a list of relevant hot sites that the user can visit with a single mouse click.

Most are supported by **advertising** and are free to the user. Popular Web **search engines** include Worm (<http://www.cs.colorado.edu/home/mcbryan/WWW.html>), Web Crawler (<http://webcrawler.cs.washington.edu/WebCrawler/WebQuery.html>), and W3 Search Engines...

10/3,K/47 (Item 4 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2004 CMP Media, LLC. All rts. reserv.

01067390 CMP ACCESSION NUMBER: CWK19951009S0006
Search-engine advertising - Web marketing push
John Evan Frook
COMMUNICATIONSWEEK, 1995, n 579, PGIA11
PUBLICATION DATE: 951009
JOURNAL CODE: CWK LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Interactive Age - Web Commerce
WORD COUNT: 705

... Corp. unveiled an alliance with Open Text Corp. to add search functions to its Internet directory, and Yahoo executives have confirmed to Interactive Age that **advertising** sales will be made against the new search function as early as next month.

All this activity adds up to what is described as a...

...overall \$30 million to \$40 million that researcher WebTrack Inc. projects will be spent on Web advertising by the end of the year, search-engine **advertising** is an area ready to post exponential growth, experts say. The reason? It marks one of the first uses of the Web to generate qualified...

... CEO at Lycos, based in Wilmington, Mass. Lycos, at <http://www.lycos.com>, counts AT&T and Microsoft Corp. among its first slate of search - engine advertisers.

"When you talk about key- word advertising , you begin to target your overall market not only in terms of what we know about the demographics of the Internet, but also individual interest on a minute level. It allows companies to customize their marketing in a way that's never been done before," Davis said.

"Don't ask me why it took so long for people to catch on," Bill Beck, director of interactive advertising at InfoSeek, in Santa Clara, Calif., said of search - engine advertising . "It is the ultimate qualification tool for the Internet."

Not everyone, however, is convinced that search - engine advertising is the be-all and end-all. James Kennedy, managing editor at New York- based WebTrack's InterAd Monthly, said search - engine advertising isn't for everybody. At rates ranging from \$1,200 for Needham, Mass.-based NetMarquee's service, at <http://www.netmarquee.com>, to the \$20...

10/3,K/48 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0968572 BW1211

MD IATLAS: iAtlas Corporation and Inktomi Create Technology Pact to Deliver Focused Business Searching

January 26, 1999

Byline: Business/Technology Editors

...Inktomi, the leading provider of Internet search infrastructure, in which iAtlas' cutting-edge InfoLens(TM) searching technology will be integrated with Inktomi's award-winning search engine . The technology partnership results in the first-ever ability to "power-search" the Web--allowing online searchers to easily and accurately locate sharply focused information about companies doing business on the Internet. The iAtlas service is designed for incorporation into portals and vertically-focused sites to facilitate the retrieval of pertinent information and significantly reduce the "information glut" associated with online searching--in turn, strengthening brand loyalty and boosting banner ad inventories.

iAtlas' InfoLens technology, powered by Inktomi's search engine , allows portal users to focus searches on specific, user -defined criteria such as geographic location , industry, company size and other traditional business information. For example, a user can search the Internet for the phrase "Jobs Available" - but limit the results of the inquiry to Web sites of law firms in the Washington, D.C. area with 100 employees or...

...the Internet by SIC code, geography and industry," said Paul Gauthier, chief technology officer at Inktomi. "The combination of this proprietary filtering capability with our search engine back-end delivers a compelling offering for business-focused searching."

"The open architecture of Inktomi's search engine made it easy to integrate the InfoLens...

10/3,K/49 (Item 2 from file: 810)
DIALOG(R)File 810:Business Wire
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0964528 BW0110

UT GALAXY ENTERPRISES: Galaxy Enterprises, A Popular E-Commerce Company, Announces Contract to Expand Public Awareness

January 19, 1999

Byline: Business Editors and Computer Writers

...in training and education, also hosts several thousand business sites on the World Wide Web.

Galaxy also owns and operates MatchSite (<http://matchsite.com>), a search engine which allows Internet users to find sites of interest

on the Web like: Yahoo (Nasdaq:YHOO), Excite (Nasdaq:XCIT), AltaVista, Infoseek (Nasdaq:SEEK), Lycos (Nasdaq:LCOS) and other Internet portals. Banner Source (<http://bannersource.com>), a source of Internet banner advertising, is another profit center of Galaxy's.

For more information on Galaxy Enterprises, Inc. or any of its profit centers, please contact Daren Baird at (801) 227-0004, or send an e-mail to daren@galaxymall.com.

CONTACT: Galaxy Enterprises, Inc.
Daren Baird, 801/227-0004
daren@galaxymall.com

KEYWORD : UTAH

INDUSTRY KEYWORD : COMPUTERS/ELECTRONICS COMED

Today's News On The Net - Business Wire's full file on the Internet with Hyperlinks to your home page.
URL: <http://>

10/3,K/50 (Item 3 from file: 810)
DIALOG(R)File 810:Business Wire
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0923875 BW1124

MATCHLOGIC: MatchLogic to Supply Consumer Profile Data for NetGravity's Global Profile Service

October 19, 1998

Byline: Business/Technology Editors

...MatchLogic, Inc., a leading integrated digital marketing services firm and an independent subsidiary of Excite, Inc. (NASDAQ:XCIT), has been named the premier supplier of consumer profile data for NetGravity's Global Profile Service, which provides NetGravity's customers with aggregated, anonymous consumer profiles for targeted Internet advertising and marketing.

The demographic profiles MatchLogic will license to NetGravity constitute a subset of MatchLogic's anonymous consumer profile database, the largest of its kind. MatchLogic collects, processes and analyzes four unique types of information on millions of users - demographics, geographics, search engine keywords, and browsing preferences.

This data also is used in MatchLogic's line of services, including its new targeting service, TrueSelect(SM), introduced last week at Fall Internet World. TrueSelect redefines intelligent targeting in the digital marketing space by providing advanced one-to-one anonymous customer targeting capabilities. By directing banner ad or daughter window content to specific users, a company can focus an online ad campaign on precisely the audience it desires.

"Our TrueSelect technology raises the bar for intelligent targeting," said Steve Willett, MatchLogic's Director of Advanced Targeting...

10/3,K/51 (Item 4 from file: 810)
DIALOG(R)File 810:Business Wire

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0917669 BW0090

MATCHLOGIC: MatchLogic Introduces Intelligent Targeting Service

Oct. 6, 1998

Byline: Business Editors/High Tech Writers

WESTMINSTER, Colo.--(BUSINESS WIRE)--Oct. 6, 1998--

TrueSelect allows marketers to target online ads to consumers based on location, demographics, search engine keywords, and behavior

MatchLogic, Inc., the leading integrated digital marketing services firm, today announced the introduction of TrueSelect, a new service that redefines intelligent targeting in the digital marketing space by providing advanced one-to-one anonymous customer targeting capabilities.

TrueSelect directs banner ad or daughter window content to specific users, so a company can focus an online ad campaign on precisely the audience it desires. Four unique types of information are collected to learn about users - location, demographics, search engine keywords, and browsing preferences.

"Intelligent targeting does not exist without measurement. It's more than using the latest, hot software. You've got to have better...

...to begin with," said Steve Willett, MatchLogic's Director of Advanced Targeting. "With TrueSelect, we collect and process extensive information describing Internet users so our advertisers know who's out there and what kind of ads they want to see. Then, we provide precisely the right message to the right audience at the right time - a marketing service which is unique...

10/3,K/52 (Item 5 from file: 810)
DIALOG(R)File 810:Business Wire
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0597602 BW1255

PLS TECHNOLOGY: PLS TECHNOLOGY ADOPTED FOR NEWS, EVENTS AND CLASSIFIED SEARCHES ON washingtonpost.com WEB SITE

June 24, 1996

Byline: Business Editors

...us go from concept to launch in a very short time frame."

The PLS search engine enables readers to narrow their search to a specific keyword or phrase within a particular section of the site, or to conduct a broad search on a single word or phrase across all the available on-line content. The "Search" feature is available from both the washingtonpost.com home page and from within the automotive and real estate classified ads.

In the classified ads, PLWeb enables prospective car buyers to search the automotive ads based on make, model, year, price range and key features, such as air conditioning or manual transmission.

Homebuyers looking at homes for sale or rent...

...location, type of dwelling, price range and key features, such as two-car garage.

"Digital Ink is committed to its Web audience and is leading this audience into the digital age by offering outstanding editorial content in a flexible, searchable format," said Matt Koll, president of PLS. "And in the classified ads, washingtonpost.com will better serve both advertisers and readers by introducing advanced search capabilities, in effect changing the way people buy and sell on the

W 11."

In addition to providing the PLWeb **search engine** , PLS helped Original Ink develop the custom applications that provide access to the on-line content at washingtonpost.com. PLS search technology is also used...

10/3,K/53 (Item 6 from file: 810)
DIALOG(R)File 810:Business Wire
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0537506 BW1049

VERITY INDIVIDUAL: Individual, Inc. and Verity Team Up to Offer Intelligent Searching in First! for the Web

November 28, 1995

Byline: Business Editors & Computer Writers

...automatically organized by topic, date and company. An easy-to-use toolbar lets readers quickly navigate the First! database using SMART-based hypertext links. For **ad hoc** story retrieval, clicking Search on the toolbar will allow users to pull up the Verity search function. **Keyword** combinations search the entire database or a date range, and searches can be saved as personal **profiles** .

"Many First! for the Web **customers** are receiving large enterprise feeds serving hundreds of internal knowledge workers," said Yosi Amram, CEO of Individual. "The Topic **search engine** will give readers an **ad hoc** search capability that will complement the filtering and navigation that SMART provides."

11/9/98 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0708865 BW1250

ACCIPITER: Accipiter launches AdManager 2.0, the most powerful Ad Management System available

June 02, 1997

Byline: Business Editors
Dateline: RALEIGH, N.C.
Time: 08:18 PT
Word Count: 889

RALEIGH, N.C.--(BUSINESS WIRE)--June 2, 1997--

CNET and Lycos are the first sites to go live with this comprehensive new version of AdManager.

Accipiter Inc., the premiere provider of Internet advertising management solutions, today announced the next generation of its AdManager product. AdManager 2.0 is unsurpassed in technical merit with enhanced inventory forecasting, targeting, reporting, and campaign management capabilities.

"More leading sites have chosen AdManager than any other ad management product," said Chris Evans, CEO of Accipiter. "Now sites can provide advertisers and agencies with unmatched targeting functionality including topic, key word phrases, page specific, operating system, browser type, company, ISP and more. We offer a comprehensive solution with exceptional performance and technological features, and we back it up with responsive customer support."

ADMANAGER 2.0 RAISES THE BAR

This enhanced version is loaded with new features such as; multi-dimensional demographic inventory management, refined targeting, agency data-export reporting, and "up-to-the-minute" campaign management. These enhancements raise the bar and further improve the most widely accepted Internet advertising management solution available to sites today--Accipiter AdManager. CNET (www.cnet.com) and Lycos (www.lycos.com) are the first sites to go live with AdManager 2.0, allowing them to offer better targeting of advertisements against specific audiences.

"We are extremely pleased with the dynamic targeting and ad management features of AdManager, said Jonathan Rosenberg, Executive Vice President of Technology, CNET. "With the ability to target ads to users based on a wide variety of demographic and psychographic factors, CNET sites present an attractive offering for advertisers."

FIRST TO OFFER MULTI-DIMENSIONAL INVENTORY PROJECTIONS

AdManager 2.0 is the only tool on the market that is able to check the availability of any potential target based on specific compound targeting criteria. For example, sites using AdManager 2.0 are able to track and project the number of male visitors who reside in New York City and make over \$100,000 -- virtually eliminating the risk of over-booking or under-selling ads.

Lauren Prescott, Lycos product manager, said, "Accipiter worked very closely with Lycos to meet our extensive ad inventory management requirements. Using AdManager, Lycos is now able to provide the most advanced custom targeting packages available. The combination of robust features and excellent customer support helped make AdManager from Accipiter our solution of choice."

AGENCY EXPORT REPORTING

Accipiter is committed to providing advertisers with accurate, "up-to-the-minute" reports. AdManager 2.0 includes a powerful new reporting system that can export ad performance data directly into the formats requested by media buyers at major ad agencies such as Modem Media.

"Accipiter has proven its proactive nature in adopting and helping to develop Internet advertising reporting standards. Our companies are now combining efforts to promote standards that ensure

media buyers are successful on the Internet," said John Nardone, director, media and research services at Modem Media.

UNSURPASSED TARGETING. UNBEATABLE CAMPAIGN MANAGEMENT.

AdManager allows **advertisers** to build customized demographic profiles based on several targeting criteria. An example of a very targeted demographic **profile** might be selecting **visitors** who checked the following on the registration form: "male" and "18-24" and "salary is \$100,000" to create a profile consisting of young males earning \$100,000. This powerful targeting gives added value to **advertisers** attempting to target specific markets.

A second addition to the robust targeting ability of AdManager is the capability to deliver **ads** targeted to key word or key-phrase searches. **Ads** appear on the page when certain key words or **phrases** are requested in a **site word search**. This allows **sites** to provide additional flexibility to their **advertisers** when specific **words** or **phrases** are singled-out.

With its complex campaign management, AdManager 2.0 quickly moves ahead of the Internet Ad-pack. The intuitive campaign GUI permits ad schedules to be grouped together, with any number of different creatives, each of which can have unique delivery targets. This allows customers to run daily tests and deliver immediate feedback on campaigns, giving the site complete control over ad campaigns.

"We worked with some of our top customers - AudioNet, CNET, Digital City, Lycos, and Prodigy - to devise a complete ad management solution for the Internet, said Tom Kressly, product manager at Accipiter. "Their feedback and our technical prowess gave us the superior features we offer in Accipiter AdManager 2.0."

The targeting capabilities of AdManager 2.0 are further enhanced by the addition of Application Program Interfaces. Site administrators can now easily incorporate third party data sources such as FireFly, Aptex, or Wisewire, into their targeting mechanism. The addition of these APIs gives sites the ability to exercise very flexible custom control over ad delivery.

"Accipiter continues to lead the market in ad management solutions. Web sites that are committed to delivering the highest level of performance to their advertisers choose Accipiter. We are thrilled that sites like CNET and Lycos are able to showcase the power of AdManager 2.0," said Chris Evans, CEO of Accipiter.

11/3,K/1 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02226161 SUPPLIER NUMBER: 21193725 (USE FORMAT 7 OR 9 FOR FULL TEXT)
****Update - Lycos Gets Wired 10/06/98.
Newsbytes, n113, pNA
Oct 6, 1998
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 686 LINE COUNT: 00057

... growing revenues and a growing reach. "This really redefines the business model of the Internet," he said. "Lycos becomes the first model that serves the interest of not only the consumer, but the advertiser as well."

Davis said that the Wired Digital buy is a part of Lycos' strategy to "dominate the industry," especially with being just "single digits" behind the industry leader Yahoo, in terms of audience reach.

Current Wired Digital products include the HotBot search and indexing service, the HotWired online content site, Wired News (a competitor to Newsbytes...

...resource Web site for Web page builders, and the Suck.com Web-based daily magazine.

With the buy, Lycos will own not only its own search engine, but the HotBot search site, which uses technology from Inktomi Corp. Davis said he does not see a problem with having both Lycos and HotBot under the same corporate umbrella...

11/3,K/2 (Item 2 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

02211395 SUPPLIER NUMBER: 21054597 (USE FORMAT 7 OR 9 FOR FULL TEXT)
EXCITE USERS TO SHOP LIKE PEAS IN A POD.
Peapod International, n167, pCGN08210027
Oct 1, 1998
ISSN: 1268-716X LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 167 LINE COUNT: 00017

TEXT:

Internet grocer Peapod Inc has inked a multi-year marketing alliance with ambitious portal company Excite Inc. Under the terms of the alliance, Peapod becomes the only online grocery service to be promoted on the Excite co-branded portions of Netscape's Netcenter. In addition...

...will expose 35% of internet users to the Peapod marketing message. Even more valuable to the web-based supermarket, however, is the tantalizing suggestion that promotions can be targeted to particular consumers according to their geographical location. This is where Excite's proprietary MatchLogic technology could come into its own. Peapod offers local delivery in seven US metropolitan regions and recently entered...

11/3,K/3 (Item 3 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

01991018 SUPPLIER NUMBER: 18749959 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Overvaluing overhyped net search engine ads. (Mind the Gap)
(Internet/Web/Online Service Information) (Column)
Luggerback, Jim
Newsweek, v13, n40, p141(1)
Oct 1, 1996
DOCUMENT TYPE: Column ISSN: 0740-1604 LANGUAGE: English
RECORD TYPE: Fulltext; Abstract
WORD COUNT: 611 LINE COUNT: 00050

ABSTRACT: Urban areas are being inundated by **advertisements** promoting various Internet **search engines**. The companies are attempting to develop brand loyalty among Internet users, but their products are facing an ever-increasing number of competitors. Iconovex's EchoSearch employs all seven of the most popular **search engines** to perform both simple and complex searches. EchoSearch performs a search on each of the seven engines, receives the responses, visits the Web sites and constructs an intelligent **word** and **phrase** list for use when browsing. When the **user** finds something of **interest**, the software creates a special version of the page that will speed the downloading process. Echosearch is available from the company's Web site at...

11/3,K/4 (Item 1 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2004 The Gale Group. All rts. reserv.

01469011 Supplier Number: 46993310 (USE FORMAT 7 FOR FULLTEXT)
iVillage and ichat Agree to Build the ChatVillage Network
PR Newswire, p1223NEM007
Dec 23, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 687

... communities of interest ranging from sports fans to music lovers to seniors. Network affiliates will benefit from increased traffic, improved user experience and splits of **advertising** revenue.

The ChatVillage Network is positioned to meet the needs and interests of **advertisers** on the Web. Using the strengths and experiences of iVillage and ichat, the ChatVillage Network sets a new standard for **advertising** and merchandising opportunities by customizing **ads** for **individuals**, based on "**user profiles**" over an entire network. This customized **advertising** will be displayed and continuously updated while users are engaged in online conversations.

"This Network gives everyone we work with -- users, developers and **advertisers** -- a solution that meets their needs," commented Carpenter. "Community was already popular on the Internet, and now with the ChatVillage Network, it will be branded, accessible and profitable."

iVillage and ichat are delivering this turn-key "community solution" to premier Internet Service Providers (ISPs), telecommunications companies, and **search engines**. These "distribution partners" will participate in the revenues generated through traffic flow.

iVillage
iVillage's goal is to humanize cyberspace by building targeted communities online...

...with discussion and shaped by the very topics participants are most passionate about. Most recently, iVillage launched About Work (<http://www.aboutwork.com> and AOL **keyword** : About Work), a community for anyone who's ever worked, works now, or is thinking about working in the future.

ichat
Founded by Andrew Busey...

11/3,K/5 (Item 2 from file: 621)
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2004 The Gale Group. All rts. reserv.

01432651 Supplier Number: 46747229 (USE FORMAT 7 FOR FULLTEXT)
Focalink Communications Announces Partnership With SRI Consulting; Focalink Teams With SRI To Add VALS2 Psychographics To MarketMatch.
Business Wire, p09301104
Sept 30, 1996
Language: English Record Type: Fulltext
Document Type: Newswire; Trade

Word Count: 590

... already in beta use at over 60 agencies, will feature application of the VALS2 psychographic typology. MarketMatch pairs the industry's most comprehensive database of **ad-seeking Web sites** with a powerful **search engine** that utilizes artificial intelligence to analyze **advertising opportunities** according to target audience criteria.

VALS2, the leading psychographic system for segmenting American consumers and predicting consumer behavior, adds a much needed dimension to the analysis of Web **advertising** alternatives. Until now, the Web has had little to offer media planners in **terms** of traditional decision support data. Using VALS2 to type sites and their audiences, MarketMatch gives **potential advertisers** a proven and powerful metric based on consumer's attitudes and behaviors.

"VALS2 is an extremely powerful tool for predicting **consumer** behavior and content **interest**. We are pleased to be partnering with SRI Consulting to introduce it to the Web-based ad community," said Ronald A. Kovas, CEO and president...

11/3,K/6 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

64568123 Supplier Number: 58371010 (USE FORMAT 7 FOR FULLTEXT)

News in Brief.

Cards International, p11

Oct 28, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 1013

... to acquire CoreStates Bank Merchant portfolio

NOVA WILL acquire the merchant processing portfolio of CoreStates Bank from First Union as well as expanding its long- **term** marketing agreement with First Union to provide merchant processing services to former CoreStates customers.

Nova said it expected to close the deal in November, which...3 billion in annualised credit cards sales-processing volume. The acquisition price was not disclosed.

First USA to issue credit cards on broadcast.com

WEB **PORTAL** broadcast.com has agreed to **advertise** and market First USA credit cards exclusively on its Web site.

First USA will implement a fully integrated marketing programme on broadcast.com to sign up new cardholders and will target **users** through special **interest**-related audio and video programming. Other cards issuer-Internet **portal** deals include MBNA America Bank and isleuth.com, Visa and Yahoo!, and Fleet and Lycos.

Capital One reports record

11/3,K/7 (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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04039136 Supplier Number: 53397114 (USE FORMAT 7 FOR FULLTEXT)

CaseStudy US Interactive/Infoseek Sings Praises of Ad's Clickthrough Rates.

Interactive PR & Marketing News, v5, n25, pNA

Dec 11, 1998

Language: English Record Type: Fulltext

Document Type: Newsletter; Professional

Word Count: 744

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

... Claus came a little early for Infoseek [SEEK] this year. At the Spring Ad:tech Internet conference held in Chicago, the **portal** was rewarded with the show's gold award for Best Consumer Campaign for its

holiday-themed **banner** campaign, "Notes." The **banners** , which ran primarily across the **portal** 's pages, coaxed **visitors** to give the Infoseek Ultrashop **location** a gander. It was the Sunnyvale, Calif.-company's first stab at an ecommerce venture, and while online advertising has quickly become a fixture on the Net landscape, for the holidays of '96, when the **banners** debuted, nothing about shopping online was given. The campaign drew an average clickthrough rate of 13 percent, far above the 1 percent industry average...

...influenced in part by the economically robust Christmas season, the numbers were high enough to convince Infoseek to run the campaign again last year. The **portal** 's ecommerce plans don't include the same Ultrashop blueprint this Christmas, but such **banners** could run any holiday season, contends Bronson Smith, creative director with Internet creative firm US Interactive which designed the **banners** . "I'd run it again this year," says Smith, explaining that an effective **ad** campaign has a strong shelf life. The sing-along style **banner** , which featured animated notes and **words** , fit the merriment mood of the season. The **ad** coaxed viewers to follow the advancing notes and **words** , which read, "Oh, Christmas tree! Oh, Christmas tree! What do I want under thee?" Creating an ecommerce-inspired **banner** campaign might sound simple around the holidays, but Smith says his New York-based company wanted to get the tone just right to maximize the...

11/3,K/8 (Item 3 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2004 The Gale Group. All rts. reserv.

03813171 Supplier Number: 48269987 (USE FORMAT 7 FOR FULLTEXT)

GLOBAL INFORMATION NETWORK: New Online Global Information Network links

global business community

M2 Presswire, pN/A

Feb 3, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 603

... broad range of world regions and business subjects, including logistics/ transportation, finance, risk management, technology, site selection, global trade and business travel.

The Network's **search engine** also features the comprehensive TradeLinks Database, including thousands of sources of international trade information individually reviewed and ranked on several measures of quality. GIN users can search by **keyword** , industry/topic or country, and will have the opportunity to rate individual sites as well as link their own web addresses to the database.

Network advertisers benefit from both high-volume traffic and a highly-targeted **user profile** , a unique combination in today's broad-based web **advertising** campaigns. "The Global Information Network helps unify the fragmented global business community across borders and distance into a single market for **advertisers** , " said Patricia Steele, Associate Publisher at Export Today (www.exporttoday.com), a founding Network partner that worked in conjunction with Trade Compass to formulate the Network's **advertising** program and now helps to sell Network **advertising** .

Steele added: "The Network applies the successful consumer-oriented network and **search engine** concept to business, specifically to the international market in global trade." Global trade, which has doubled in dollar volume during the past decade, is experiencing explosive growth fueled by new technologies, including worldwide Internet usage.

For **advertisers** , the Network currently delivers more than 600,000 impressions each month. It offers a wide range of rotated and "permanent" **banner** options, listings and sponsored sections, including 27 unique search-engine pages that provide positions for **banner advertising** . "All **advertising** placement includes real-time reporting through state-of-the-art Accipiter (www.accipiter.com) **advertising** management software, which means advertisers can easily track results of multiple banner campaigns," said Jason Lexell, advertising sales manager for the

Network (jlexell@ginfo...

11/3,K/9 (Item 4 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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03732828 Supplier Number: 48070332 (USE FORMAT 7 FOR FULLTEXT)
MOTIV: Motiv puts Heffers 'world bookshop' on the web
M2 Presswire, pN/A
Oct 23, 1997
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 653

... Wide Web.

The facilities offered by the Heffers website to book lovers all over the world are second to none. Most important is the Book **Search** facility, which allows **site** visitors to **search** the 1.9 million book title database via a standard **keyword** search, or an expert search by subject, title, author, ISBN etc- An Expert Search facility provides even more powerful search functionality. On the rare occasion...

...Heffers expert staff will use their knowledge and further research tools to find almost any book in print, anywhere in the world.

For those site **visitors** with a general **interest**, the Browse feature allows a general review of the Heffers stock and Heffers Recommends is a selection of new and recently launched titles chosen by Heffers buying staff. Special Offers gives details of price discounts and Events and **Promotions** provides information of forthcoming bookshop events, such as author signings. As well as books, the site will also offer related products such as CD-ROMs...

11/3,K/10 (Item 5 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2004 The Gale Group. All rts. reserv.

03486666 Supplier Number: 47189895 (USE FORMAT 7 FOR FULLTEXT)
CAPITALIZING ON ABUNDANCE OF TARGETING OPPS FOR BANNER ADS
Interactive Marketing News, v4, n10, pN/A
March 7, 1997
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 783

There are, however, different levels of targeting ranging from the basics of site selection all the way to **user preferences**.

Level 1: Site selection

Site selection is the most basic form of targeting. This entails choosing a site that you believe will deliver your targeted...

...example, if you're targeting basketball fans, choosing ESPN's SportsZone would be more targeted than Yahoo!

Level 2: Specific area on Web site and **keywords**

In addition to choosing the site, there are sections of sites that will allow for more precise targeting. The NBA section of ESPN is more targeted than general rotation through ESPN.

Search engines also offer targeted **advertising** in the form of keywords. If an **advertiser** buys the "keyword" basketball, his **ad** will appear every time someone searches for basketball.

Level 3: Information gathered by the server

Every time a Web surfer makes a request, the server can record the browser used, computer platform and host name (host name is ibm.com, etc.). This information can be used to target **advertising**.

Microsoft is very adept at using information about the browser and computer platform used. For example, as a Macintosh user browsing the Web with Netscape...

11/3,K/11 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05393119 Supplier Number: 48198874 (USE FORMAT 7 FOR FULLTEXT)

WEBCASTS GIVE DESIGNERS STRAIGHT SHOT AT CONSUMERS

Hye, Jeanette

WWD, v174, n125, p8

Dec 31, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 575

... is necessary to navigate the Web.

The site is distinguished by its use of "push" technology, which selects information from the site based on an **individual** 's needs and **preferences** and delivers that information automatically.

Without the push technology, finding information on the Web can be a laborious process, either by "surfing" the Web -- randomly choosing sites to visit -- or by inputting key **words** pertinent to the topic of choice at a **search engine**.

Besides employing push technology, fashionmall.com is being channeled to computers using the latest versions of Microsoft Explorer and Netscape Navigator browser software.

"Having fashionmall...

...on the fashionmall.com site, as well as its own site. "With our own [separate] Web site, someone has to see some of our other **advertising** efforts to seek us out. This is different."

"It's like a visual newsletter," explained Ben Narasin, president of fashionmall.com. Each new update has...

11/3,K/12 (Item 2 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

05054506 Supplier Number: 47419230 (USE FORMAT 7 FOR FULLTEXT)

Trader Online Achieves One Million Page Views in a Single Week

PR Newswire, p0528DEW039

May 28, 1997

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 654

... Trader Online, Big Truck Trader Online, Aero Trader Online, Heavy Equipment Trader Online, Old Car Trader Online, RV Trader Online, and the Soundings Datanet. All **advertisements** are gleaned from the pages of Trader Publishing's more than 300 localized magazines from across the United States. The most popular company publication is...

...Trader magazine.

Through Trader Online, Internet vehicle buyers can search for sale by private parties and dealers. Users are able to locate vehicles with the **search criteria page**. The **page** allows users to narrow their search according to their needs and **location**. **Users** can select up to three area codes, make, model, region, state, year, and price range. The key **words** portion allows users to seek extras such as a certain color, air conditioning or a transmission type.

The automotive portion of Trader Online has received...

...was named "The Best" of Internet automotive classifieds from Yahoo! Internet Life magazine. Such designation is the magazine's highest honor. Excite, a popular Internet **search engine** and review service, gave the website the highest four-star rating. NetGuide magazine labeled it "Best of the Web," and syndicated computer columnist Kim Komando...

11/3,K/13 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

04438088 Supplier Number: 46512689 (USE FORMAT 7 FOR FULLTEXT)
Empirical WiseWire will let users customize searches
InfoWorld, p014
July 1, 1996
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 341

... s servers as opposed to running their own searches from the desktop. Like PointCast, WiseWire will be free to users and will be supported by **advertising**.

"What makes us unique is the use of collaborative filtering," said Empirical CEO Ken Lang. "This technology gives structure to all of the unstructured information...

...letting users rate the quality of query responses that are placed automatically into their U-zines.

The relevance of each retrieved document is graded by **users**. As a **profile** of the **individual's preferences, interests**, and grading patterns in a U-zine emerges, the U-zine is compared and matched with those of other users.

"This allows us to incorporate...

...filtering process into the service," Lang said.

Introducing the human element into the search-filtering process addresses the increasing problem of Web sites that contain **words** designed to generate responses from **search - engine** agents -- such as "Windows," "Java," or "supermodel," Lang said.

"Those sites will be eliminated from future queries as users give them low grades," Lang added.

Lang said an intranet version of WiseWire is also being developed.

"We think this will solve the information management problems that **search engines** are trying to solve -- but can't," Lang said.

WiseWire features

- * Information gathered from The Associated Press, Reuters Ltd., Web pages, newsgroups, and mailing lists
- * Free to users
- * Supported by on-site **advertising**
- * Viewable through a Web browser
- * No special client software required
- * Personalized **user profiles** refined in response to **user** feedback
- * Collaborative filtering employs other users' responses to grade query results

11/3,K/14 (Item 1 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

10904751 SUPPLIER NUMBER: 54199522 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Personalization in e-commerce; Your Web Site can help you.
Lindquist, Christopher
Computerworld, 74(1)
March 22, 1999
ISSN: 0010-4841 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2840 LINE COUNT: 00230

... visitors can fill out forms with their e-mail addresses and brand preferences. Hasbro will e-mail them information about new products, software patches and **promotions**. But the company doesn't stop with the not-so-personal newsletter approach. Other features are more subtle.

For instance, if a customer wants to...

...the customer a familiar Microprose-branded look even when moving from one back end service to another." Also, instead of a standard type-in-a-keyword search engine, the site includes a Find Your Fun tool. Users enter the age range they're interested in and a gaming category such as Strategy. The site selects games that fit the criteria, giving users access without making...

11/3,K/15 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

10719022 SUPPLIER NUMBER: 53457508 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Portal Wars.
O'Leary, Mick
Online, 23, 1, 77(1)
Jan, 1999
ISSN: 0146-5422 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1941 LINE COUNT: 00154

... and others, and provoked portal interest on the part of giant corporations, such as NBC, Disney, and Microsoft. According to Web tracker Jupiter Communications, Web advertising revenues will rise from \$940 million in 1997 to nearly \$8 billion in 2002.

An intense race is on to establish portal leadership, among as...

...but the window will not be open long. Industry commentators have predicted a shakeout in a few years that will leave only four or five **portals** standing. So if you wonder why Yahoo! or Excite or AltaVista look different each time you click in, it's because they are all fighting for their lives.

RESEARCH

A **portal** has a **Web directory** (a classified set of links), a **keyword search engine**, and links to common reference tools, such as mapping and phone page sites. Yahoo! pioneered the directory concept and still has the largest and most comprehensive directory. Newer **portals** tend to have classifications that concentrate on high-**interest consumer** topics: news, personal finance, sports, travel, entertainment, recreation, and leisure interests. As with all **portal** features, there is a lot of partnering going on. HotBot and AltaVista, for example, use the LookSmart directory.

Portal search capabilities vary widely, from the most comprehensive engines like HotBot and AltaVista, to others that search smaller sets of Web sites. Some **portals** have additional, subject-oriented search capabilities, such as Excite's Newstracker.

TRANSACTIONS

E-commerce is also expected to take off. Trade in certain intangible items...

11/3,K/16 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

10461509 SUPPLIER NUMBER: 21101798 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Myth: we don't know if it works. (online advertising in the United Kingdom)
(De-mythology) (The Revolution Online Advertising Report)
Lord, Richard
Campaign, pS12(5)
August 28, 1998
ISSN: 0008-2309 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2310 LINE COUNT: 00177

... didn't help build brand. Now you can definitely say that it does work, but only if you approach it in the right way. Big **advertisers** like it: Microsoft, yes, but also people like Procter and Gamble.

"The real problem is that no one really knows how to do it. Even...

...experimenting. It's a very young and unproven medium, and the UK experience is still tiny compared with the US."

One obvious strength of online **advertising** is the possibility for sophisticated targeting. Because consumers interact with online content, there are a number of ways in which media owners can ascertain their **individual interests** and **preferences** and then use that information to enable **advertisers** to target relevant people. A lot of companies try to extract this information by offering an incentive, typically in the form of a **promotion**, much as they might in traditional media. With the internet, however, you can get at some of this information without having to ask people to surrender it directly. **Search engines**, for example, which are among the highest volume online properties, allow people to **search** for web **sites** by **keyword**, which is in itself an opportunity for segmentation.

"It's all about targeting," says Charles Walker, UK managing director of search engine Lycos. "If you..."

11/3,K/17 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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09945569 SUPPLIER NUMBER: 20104811 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Knight-Ridder Increases Use of Netscape Software for Ongoing Internet, Intranet Development Solutions
PR Newswire, p1230SFTU001
Dec 30, 1997
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1279 LINE COUNT: 00113

... found Netscape software solutions consistently meet its changing Web-based technology needs. Its Web sites run on Netscape Enterprise Server for page management and basic **site searching**, including current editorial content, and Netscape Publishing System to search and manage its classified **ads**. Archived information is managed by a combination of third party and proprietary software.

Another important application, NewsHound, uses Netscape Enterprise Server. A type of smart...

...be interested. For example a small business might want all stories linked to its market, or a home user might want stories related to a **hobby**. The **subscriber** can create a **profile** of appropriate topics, companies and key **words**. NewsHound will then search the entire Knight-Ridder network of newspapers and national and international wire services to find articles which correspond to the profile...

11/3,K/18 (Item 5 from file: 148)
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09437577 SUPPLIER NUMBER: 19258930 (USE FORMAT 7 OR 9 FOR FULL TEXT)
New databases from the Internet search services. (companies provide links to news, directories, references)
Magazine, Greg R.
Enterprise, v20, n2, p72(3)
April-May, 1997
ISSN: 0162-4105 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 2450 LINE COUNT: 00202

... both Web indexing and a subject directory approach to Internet resources. Thus, Excite offers both the subject classified Excite Reviews and the full Excite Search **keyword** index. Lycos added the smaller, subject-arranged databases of Top 5% Sites and Sites by Subject to its original Internet search engine. Both Magellan and WebCrawler also offer a large **keyword**-searchable database of Internet resources and a smaller, subject-classified database. Infoseek split its databases into the

automatically-generated subject arrangement of UltraSmart and the much larger **keyword** search engine, Ultraseek. The best known subject directory, Yahoo!, now runs an automatic follow-up search on AltaVista when no hits turn up in Yahoo!.

Not all the **search engines** have strayed from their original purpose. At least at the time of this writing, two of the largest **search engines**, AltaVista and HotBot, have not added subject directories or other databases. But for those that are expanding their information content, this double-duty **keyword** search and subject access is only the beginning. Numerous other databases have been added as well.

These additions are driven by the desire to increase the number of visitors to the site, thereby attracting more **advertising** dollars. So the databases need to be of broad general **interest**, freely available to the **user**, and easy to use. So what are these other databases that are being offered? How do they compare with their competitors, and who produces the

11/3,K/19 (Item 6 from file: 148)
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0193402 SUPPLIER NUMBER: 18934795 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Brand builders. (World Wide Web search engine Excite's marketing strategy)
Ebenkamp, Becky
Brandweek, v37, n47, p22(2)
Dec 9, 1996
ISSN: 1064-4318 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 713 LINE COUNT: 00060

... crowded category, Epstein said. Along with the Hendrix tune, the TV spot reinforces this distinction through visuals that show 1960s and 1990s images along with **keywords** "direction," "ideas," "control" and "focus" that communicate Excite's unique features: content-based **searches**, customized home **pages** and news, Exciteseeing Tours that help **visitors** explore **interests** and a search database 50% larger than any competitor.

"From a brand awareness standpoint, we had a lot of work to do," Epstein said. And...

...to monitor the effectiveness of the branding effort through PC Meter's ratings, Excite's homepage had "a huge spike of traffic" after the TV **ad** debuted on Oct. 26, he said. "It almost drove the company to its knees," he said. By the way, Excite's hard drive is now...

11/3,K/20 (Item 7 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
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0193460 SUPPLIER NUMBER: 18447146 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Empirical WiseWire will let users customize searches. (Empirical Media's WiseWire information management service) (Company Business and Marketing) (Brief Article)
Balderston, Jim
InfoWorld, v18, n27, p14(1)
July 1, 1996
DOCUMENT TYPE: Brief Article ISSN: 0199-6649 LANGUAGE: English
RECORD TYPE: Fulltext
WORD COUNT: 362 LINE COUNT: 00033

... s servers as opposed to running their own searches from the desktop. Like PointCast, WiseWire will be free to users and will be supported by **advertising**.

"What makes us unique is the use of collaborative filtering," said Empirical CEO Ken Lang. "This technology gives structure to all of the unstructured information..."

...letting users rate the quality of query responses that are placed

automatically into their U-zines.

The relevance of each retrieved document is graded by **users**. As a **profile** of the **individual's preferences**, **interests**, and grading patterns in a U-zine emerges, the U-zine is compared and matched with those of other users.

"This allows us to incorporate...

...filtering process into the service," Lang said.

Introducing the human element into the search-filtering process addresses the increasing problem of Web sites that contain **words** designed to generate responses from **search - engine** agents -- such as "Windows," "Java," or "supermodel," Lang said.

"Those sites will be eliminated from future queries as users give them low grades," Lang added.

Lang said an intranet version of WiseWire is also being developed.

"We think this will solve the information management problems that **search engines** are trying to solve -- but can't," Lang said.

WiseWire features

- * Information gathered from The Associated Press, Reuters Ltd., Web pages, newsgroups, and mailing lists

- * Free to users

- * Supported by on-site **advertising**

- * Viewable through a Web browser

- * No special client software required

- * Personalized **user profiles** refined in response to **user** feedback

- * Collaborative filtering employs other users' responses to grade query results

11/3,K/21 (Item 8 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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00432801 SUPPLIER NUMBER: 18359292 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Yahoos: another Internet frenzy. (oversubscribed Yahoo! initial public offering)

Stross, Randall

New Republic, v214, n25, p20(2)

June 17, 1996

ISSN: 0028-6583 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1805 LINE COUNT: 00142

... one of the companies listed on Netscape's "Net Search" Web page.

The privilege is neither exclusive (four others share the same space) nor long-term (it runs for twelve months). No more certain is the willingness of **advertisers** to pay a Yahoo! in the absence of hard evidence that the **advertising** actually has its desired effects.

Advertisers who have been dabbling on the Web are learning that the number of "impressions" presumably made when a **search site's** user spies a display **ad** on the **page** with his **search** results doesn't tell much.

Proctor & Gamble recently struck a new deal with Yahoo! (post-IPO) that bases payment for **advertisements** not on "hits" to a given page but on "click-throughs" that require the **visitor** to show enough **interest** in an **ad** to click on it in pursuit of more information. As **advertisers** move out of the experimental stage and develop more stringent criteria for measuring the success of **ads** on the Web, the dreamy projections of Yahoo! and its venture capital backer, Sequoia Capital, may well turn out to fall far short of hopes...

11/3,K/22 (Item 1 from file: 624)

DIALOG(R)File 624:McGraw-Hill Publications

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00959234

GeoCities Short Term Buy

S&P's Emerging & Special Situations August 15, 1998; Pg 20; Vol. 18, No. 8

Journal Code: ESS ISSN: 0882-5440
Section Heading: NEW AND NOTEWORTHY
Word Count: 725 *Full text available in Formats 5, 7 and 9*

TEXT:

... as Inktomi, that opened sharply above their offering prices and kept moving higher. With this in mind, we recommend purchase of GeoCities as a short **term** buy.

GeoCities, which according to Media Metrix had the third highest traffic of all web sites in June 1998, provides its members, who it refers to as "homesteaders", with a more personal and interactive web experience than is provided by web **portal** sites. The number of members was over 2.1 million in July 1998. The company provides members with free publishing tools to create their own...

...within communities that share common interests. These neighborhoods give homesteaders an easy to use, centralized access point to publish individual content and communicate with other **users**. For example, homesteaders with **interests** in business and finance may create a personal web page on WallStreet, or those interested in film and entertainment may create a page in Hollywood.

Revenues are generated from **banner advertising**, e-commerce partnerships, and premium homesteader services such as additional disk storage space, a URL, and home business e-commerce abilities. Advertising accounted for about...

11/3,K/23 (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01731497 03-82487

The year databases moved to the Web

Notess, Greg R

Database v21n6 PP: 56-58 Dec 1998

ISSN: 0162-4105 JRNL CODE: DTB

WORD COUNT: 2024

...TEXT: institutions with thousands, if not millions, of potential users. This leads directly to the second and more unusual aspect of Academic Universe: it will carry **advertisements** to help subsidize the reduced cost.

This will be an experiment to watch. The general Web **search engines** and **sites** like Yahoo! have amply demonstrated that **advertising** can go a long way on the Web toward paying for the development and maintenance of databases. However, the long- **term** success of that economic model still needs to be proven. It also has been difficult to get the **advertising** dollars spread out to sites that were not among the top dozen or so most popular sites on the Web.

With Academic Universe's focus on the higher education market, **ads** can be aimed directly at the **interests** of **students** and faculty in higher education. While CIS may not have been the first to think of the combination of subscription fees and ads (Electric Library...

11/3,K/24 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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01726973 03-77963

Portal closing? Lycos prepares to launch network of sites

Warner, Bernhard

Adweek (Eastern Ed.) v39n43 PP: 37 Oct 26, 1998

ISSN: 0199-2864 JRNL CODE: AWE

WORD COUNT: 377

...TEXT: the Lycos Network-a compilation of eight sites that together claim more than 40 percent reach across the Web, according to Media Metrix. The Lycos ad sales force convened last week on the West Coast to figure out how to sell the Network to **advertisers**.

"Our top priority is to build as much reach as we can," said Rick Boyce, senior vice president of **advertising** and commerce at Wired Digital, which was bought by Lycos earlier this month.

Not lost in all the planning is the reemergence of **terminology** familiar to the television media world. For now, Lycos Network ad buys can be limited to select "channels," based on specific **consumer interests**, or "network-wide"-a purchase across all eight Lycos properties, including MailCity for e-mail, Tripod for personal homepage building and WhoWhere. Ad buys can also be tailored to specific pages and targeted to users' tastes and demographic and geographic data, according to Dave Peterson, vice president of sales at Lycos. Datek Online is the first **advertiser** to make buys across the network, he added.

The formation of the Lycos Network may be the first indication that the **portal** concept-or notion of becoming an entranceway to the Web-could again lose favor to a business plan among search and navigation services that's...

11/3,K/25 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01571437 02-22426

Web marketing gets personal

Alexander, Steve

InfoWorld v20n2 PP: 93-94 Jan 12, 1998

ISSN: 0199-6649 JRNL CODE: IFW

WORD COUNT: 2251

...TEXT: can earn on certain types of bank deposits."

Neural network technology can also be used to create user profiles based on the relationships of key **words**. Aptex Software, in San Diego, offers a variation on rules-based matching software for marketing or customer support applications.

"We look at current and recent...

... requesting product literature, the Aptex software reads the e-mail, understands the request and responds by sending the appropriate document. The software then updates that **person's user profile** based on the product literature request.

"Whenever that user communicates with me by e-mail, Internet chat, or Web page, I update the **user's profile**," Gaffney says. "The next time a user visits that Web site, the new information in the profile will affect what advertising or other material will be delivered to that user."

Infoseek, a Sunnyvale, Calif., company that operates a Web **search engine**, uses Aptex's technology to deliver advertising campaigns to selected Web **users** based on **individual user profiles**. When created, a **profile** is stored in a Web browser cookie file and retrieved by the Aptex software each time the user visits the Infoseek Web site.

As a...

... search for topics such as "outdoors," "camping," "hiking," or "mountains," would automatically be shown an advertisement for a sport utility vehicle rather than an ad for a car, says Marv Su, senior director of **advertising** operations at Infoseek.

The technology helps Infoseek demonstrate to **advertisers** and **advertising**

agencies the effectiveness of its advertising campaigns. After showing ads to users, Infoseek counts the number of users who respond to ads by clicking on...

11/3,K/26 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01503065 01-54053

Is your home page worth a second look?

Serrano, Juan F
Business Mexico v7n9 PP: 45, 49 Sep 1997
ISSN: 0187-1455 JRNL CODE: BUM
WORD COUNT: 1056

...TEXT: must go to the trouble of looking for a company or product before reaching a company's Internet page, thus guaranteeing a high level of **user interest**. This factor contributes to the effectiveness of the Internet as a targetbased medium, but simply having a web page does not guarantee an automatic audience of eager browsers in your industry segment.

Too many companies believe **search engines** on the Internet (Yahoo, Alta Vista, Web Crawler, etc.) are an efficient way to **advertise** their home pages. The fact is these engines are swamped by requests from pages that want to be posted, and it is impossible to determine how and when a page will be posted. Depending on the key **words** a company uses, the page might be placed behind several hundred pages in the search process, and there is no way to change the order...

11/3,K/27 (Item 1 from file: 647)
DIALOG(R)File 647:CMP Computer Fulltext
(c) 2004 CMP Media, LLC. All rts. reserv.

01093647 CMP ACCESSION NUMBER: CWK19960610S0002

Enhanced services, partnerships attract users and advertisers - Search engines strive for mindshare

Candee Wilde
COMMUNICATIONSWEEK, 1996, n 614, PGIA01
PUBLICATION DATE: 960610
JOURNAL CODE: CWK LANGUAGE: English
RECORD TYPE: Fulltext
SECTION HEADING: Interactive Age
WORD COUNT: 1185

... the Web," said Ted Philip, Lycos' chief financial officer. Lycos, along with Yahoo, Magellan, Infoseek and Excite, are part of Netscape Communications Corp.'s Net **Search page**, a key **location** that can help generate **users** ' loyalty.

Product sales represent perhaps the easiest way the company generates revenue, or at least involves the least effort. Several major print publishers, for example, are using the Lycos brand to help them sell more books.

Despite these newer revenue streams, Philip said **advertising** will continue to be the largest share of the company's revenue pie for quite some time.

The McKinley Group's Magellan **online directory**, at <http://magellan.mckinley.com>, uses a popular four-star rating system to help users determine the quality of information on a Web site and...

...president of marketing.

The site generates most of its revenue through advertising. Magellan advertisers pay the same amount to tie their advertising to any key **word**, but ultimately rates may vary based on the popularity of a **word**. Martin said the time may come when users are charged for the Magellan service, but there are no immediate plans to make that change.

Magellan...

11/3,K/28 (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0708865 BW1250

ACCIPITER: Accipiter launches AdManager 2.0, the most powerful Ad Management System available

June 02, 1997

Byline: Business Editors

...Accipiter is committed to providing advertisers with accurate, "up-to-the-minute" reports. AdManager 2.0 includes a powerful new reporting system that can export **ad** performance data directly into the formats requested by media buyers at major **ad** agencies such as Modem Media.

"Accipiter has proven its proactive nature in adopting and helping to develop Internet **advertising** reporting standards. Our companies are now combining efforts to promote standards that ensure media buyers are successful on the Internet," said John Nardone, director, media and research services at Modem Media.

UNSURPASSED TARGETING. UNBEATABLE CAMPAIGN MANAGEMENT.

AdManager allows **advertisers** to build customized demographic profiles based on several targeting criteria. An example of a very targeted demographic **profile** might be selecting **visitors** who checked the following on the registration form: "male" and "18-24" and "salary is \$100,000" to create a profile consisting of young males earning \$100,000. This powerful targeting gives added value to **advertisers** attempting to target specific markets.

A second addition to the robust targeting ability of AdManager is the capability to deliver **ads** targeted to key word or key-phrase searches. **Ads** appear on the page when certain key words or **phrases** are requested in a **site word search**. This allows **sites** to provide additional flexibility to their **advertisers** when specific **words** or **phrases** are singled-out.

With its complex campaign management, AdManager 2.0 quickly moves ahead of the Internet Ad-pack. The intuitive campaign GUI permits ad...

11/3,K/29 (Item 2 from file: 810)
DIALOG(R)File 810:Business Wire
(c) 1999 Business Wire . All rts. reserv.

0553138 BW1005

WHOS WHO ONLINE: Who's Who Online Commences Online Nominations

January 31, 1996

Byline: Business/Feature & Technology Editors

...community a chance to identity themselves and their accomplishments on the web."

There is no charge for being profiled in Who's Who Online, and **individual** whose **profiles** are accepted for publication on the web site receive complimentary membership. The site looks to corporate **advertisers** as well as membership upgrades to offer this free service to people **searching** the **site** on the World Wide Web. What's offered in these membership upgrades? The opportunity to have one's photograph displayed on one's "home page..."